

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 28, 1986

a Benn publication

PSGB president enters second term and looks ahead for C&D

PPRS proposals allow increased profit targets

M&B disband OTC division

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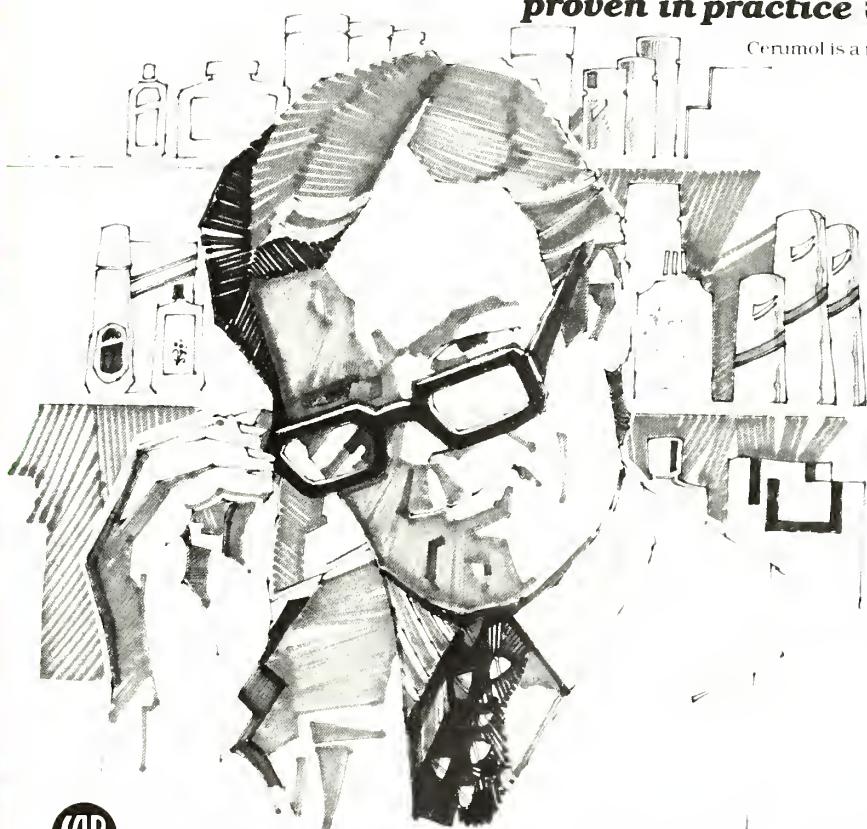
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## COMMENT

Regardless of the debate that continues in some quarters over the moral considerations, the lawful system of parallel importing of medicines from the Continent is settling down into a pattern. It will continue so long as industry — either deliberately, or in spite of itself — makes branded products available in different countries at different prices.

The Department of Health has now granted over 1,200 product licences (parallel importing) — PL (PI)s — and only another 400 or so of the present applications remain to be considered. There is strong evidence, as this week's parallel importing supplement shows, that the importers too have set their businesses in order. Most now fully comply with DHSS requirements, indeed some do more than is required. The Association of Pharmaceutical Importers, from modest beginnings, has played a full part in this process. However, stories of dealings in unlicensed products are still too frequent and cannot be condoned. Indeed the API itself has its own code of practice and condemns such transactions.

Wherever possible, the DHSS or PSGB must act to



stamp out unlicensed trade.

Some "grey areas" still need to be ironed out. Wellcome have this week (p1272) announced a decision not to prosecute a company found to have dispensed Eusaprim Forte on a script calling for Septrin Forte: they say this infringes their trade mark. How many other pharmacists have parallel imported Wellcome brand co-trimoxazole on their shelves, and are dispensing it against Septrin scripts? In a further complication some licences appear to have been granted for products under two names. It is to be hoped that the position can be clarified quickly so that pharmacists know where they stand.

This week also sees the publication of a prospective new pharmaceutical price regulation scheme (p1271). Despite its protests over lost profits going

overseas via the "parallel route", the industry too has its own skeleton in the cupboard in the shape of transfer pricing — the means by which goods manufactured in this country are charged to foreign subsidiaries or vice versa. The DHSS, and the Public Accounts Committee, have been concerned for some time that companies were using transfer pricing to boost their profits from the NHS.

The Department now feels it has the measure of the transfer pricing issue — indeed that should always have been the case having had access to company books through the current PPRS and the VPRS before it. In the new PPRS, as negotiated, DHSS is proposing to increase, in two steps, the profits companies are allowed to make from the NHS. Good news for the industry, and, it is to be hoped, good news for Britain too after a period when the industry was under profit and product pressure and in danger of losing the R&D incentive.

At the end of the day, the prime consideration is the patient, who must get the best medicines, at the best price to the Government, through the best supplier — the pharmacist.



# Leading pharmacy to its destiny

**Dr Geoff Booth has just been elected president of the Pharmaceutical Society of Great Britain for a second term to lead pharmacy through what he sees as its "Year of Destiny". In this exclusive interview, C&D asks him about his hopes in the coming year — of further raising standards of practice and the public image of the profession which he says has an "almost unparalleled contribution" to make to society.**

"We seem to have been 'at the crossroads' for the whole of my political and even my pharmaceutical career," Dr Booth says. "But I think we are past them now. However, we must make certain that pharmacy fits what the community is asking of it."

The past 12 months have been momentous ones for the profession. The new contract for community pharmacists has rarely been out of the headlines. The Nuffield Report on Pharmacy was published in March, with the Government's own "Agenda for Discussion" on Primary Health Care following hard on its heels.

"Nuffield has provided a marvellous opportunity," says Dr Booth. "It is an independent inquiry, the majority of its members are non-pharmacists and it has produced its report independent of the profession.

"Having said that one would look at Nuffield and say that it is an opinion. It is opinionated because of the lack of statistical and subjective evidence they were able to produce. Nevertheless, it is an opinion from very able people who have acquired a marvellous grasp of pharmacy."

Dr Booth says the profession should not think the findings of Nuffield are written on tablets of stone. "What they have said is extremely valuable and one would accept that judgment," he says. "Equally I would counsel the profession not to be too hasty in responding. Many of the findings and the responses we might take are far reaching. They are going to affect generations of pharmacists fundamentally. "My approach to Nuffield was to look, not so much for the nitty gritty, but the principles." Some of Nuffield's recommendations are relatively simple matters that are already policy, Dr Booth explains — for example, continuing the POM to P movement; the idea that community and hospital pharmacists should not take sole responsibility before they have had a certain period of experience. "Then there are those matters which Council is actively deliberating, in particular the question of personal control and supervision. Similarly manpower provision is fundamental to the profession." Dr Booth is delighted Nuffield left the role of the Society somewhat "in the air".

Turning to the Government's "Agenda for Discussion", Dr Booth says it is scarcely

coincidental that some of the findings of Nuffield are found in the Paper. "Because they are there then by implication the Government would be likely to support them with legislation if necessary or be favourably disposed towards them," he argues. "But because a Nuffield recommendation is not in the Agenda, you mustn't think it will not be accepted — it just means Government may not see it happening in the near future."

Dr Booth says that the Nuffield Report is being considered "very actively" by many of the Society's committees to the extent of giving him "indigestion with the volume and complexity of the thought involved".

"Decisions will take months rather than weeks and then one will be seeking a response from the membership. I would hope they will be very active in giving advice to Council," Dr Booth says.

## Consultation points

He sees the Nuffield suggestion on consultation areas in community pharmacy as a nod in the right direction. "I think the suggestion of privacy is nothing new. The majority of pharmacists, I am quite sure, adopt *ad hoc* arrangements for dealing with this. To go overboard with separate private rooms could prove to have the very opposite effect — the privacy would be an embarrassment to the patient. I would not attempt personally to dictate to the profession, but a divide across a counter might be one approach.

"As for standards in pharmacy, again one has to admit that there will be black sheep in any profession and in any particular neighbourhood a poor pharmacy in terms of cleanliness will pull the profession down. And we all know of examples." Dr Booth says any attempt to deal with this as a matter of ethics presents problems in the volume of work for the Statutory Committee and difficulties in getting appropriate evidence rather than a subjective opinion.

Council has also been studying the question of registration of pharmacies. "Currently any particular premises has to be registered as a pharmacy if so requested. For this reason the Council has been attempting for some time to have regulations drawn under Section 66 of the Medicines Act to enable the registrar to refuse to register unsuitable premises. "This year I am more

optimistic of the outcome of negotiations towards this end," Dr Booth says. "Such regulations should enable us to control additionally the environmental conditions of existing pharmacies." But standards related to quality of practice are difficult to assess.

"Fundamentally, we would be looking towards the establishment of these standards and their control by the profession itself. The possibility of doing this within the proposed new contract has its difficulties and Council is wrestling with this as the moment."

He was delighted with the general tenor of Nuffield on supervision — that pharmacists should discipline themselves and exercise their own professional judgment rather than this be laid down in hard and fast rules. "The corollary is that in the event of matters going wrong they will be subject to peer assessment," Dr Booth says. "To relax the legally defined position of supervision — for example, for the pharmacist never to see the prescription — would be a major change, requiring, as far as one can see, primary legislation. Such a step has been opposed by pharmacists in other countries as well as in the UK. Council will debate this point at length before reaching any firm conclusion."

With regard to their stance on the new contract, Dr Booth says the long debates Council had on the matter rarely found light on the printed page. "On the one hand was a promise of some form of rational location which, with some reservations, the proposed contract achieves. Against that was awareness of a much broader issue affecting members who were not necessarily contractors — those who might wish to obtain contracts at some time, particularly young pharmacists. Council could see that this was a restriction on the practice of people who had been accepted into the profession."

Council was also concerned about those who would be disadvantaged financially. "In the end Council voted democratically that the balance of the arguments supported rational location. I personally respect that decision."

On the wider issue of contractual matters, Dr Booth says there are clear areas where the Council will require that it is involved in negotiations even if there is an overlap of interest. "Certainly the question of



**Dr Geoff Booth  
on the balcony  
of the Society's  
presidential  
rooms,  
overlooking  
Lambeth Palace  
and, in the  
background,  
the Houses of  
Parliament**

standards of practice is one in which it would demand full involvement."

Dr Booth's policy statement for the 1984 election said that he thought Council should be more open and accountable.

"I really believe the membership should be aware of what is going on and participate in decision making," he says. "I have long said that we should step up the availability of seats for people to observe Council operating. I am eager for people to know that Council is not just 'game and chips', that people put in a lot of hard work. I would like much more detail of committee meetings to be printed, but there is a limit on the interest people can sustain on the printed page."

The past year or so has seen the Society being more positive in its outward image. "One of the things Council is more aware is that the members should be told about x, y and z," he says. But he recognises that other factors such as the rise of the British Pharmacists Association, the NPA campaign and key personnel changes at the Society have also played a part.

"I applaud the BPA's contribution and their ability to argue their own case. And I am sure they regret as much as I do their lapse with the publication of 'Professional Eye,'" he says. "But it is the right of any member to question their leaders, and it is also the right of the leaders to have to explain what they are doing."

However, he says the membership is not as inquisitive as it might be. "I am surprised there was so little questioning of the Society's finances at the annual general meeting, for example. But I was pleased to see younger members taking a greater interest in policy and one hopes that their participation will continue to increase."

## Education

Dr Booth doesn't think education needs radical change, but he says Nuffield was right to talk of a switching of emphasis towards areas relevant to practice. "It gives me great personal pleasure to see Nuffield acknowledge the importance of the social and behavioural sciences which is what I have been trying to achieve for 20 years or more. It is interesting to see they are suggesting we need more expertise in these areas, and not necessarily from pharmacists.

"Support for the concept of pharmacy practice I warmly applaud. Nuffield suggested chairs in pharmacy practice be established and the sooner this happens the better."

Dr Booth also offers words of caution. "Academia should not get carried away with the current emphasis on research. Fundamental though this may be, it should not be at the expense of teaching," he says. "And something that tends to be forgotten in the emphasis on the current lot of hospital pharmacy is that the salary position of academics should be improved to help morale and motivation."

He says the College of Pharmacy Practice is a "marvellous concept" and he was sorry to see its separation from the Society. "But I can only see a great future for the College provided it catches the imagination of the members in terms of postgraduate education. It will be an increasing requirement of Government that people in a privileged professional position will be required to participate in some kind of assessment of their performance, and keep up with the technology."

Dr Booth himself combines an academic

background with thorough grounding in other areas of the profession. "Academics are on a hiding to nothing standing for Council, because their electorate is very small. I was fortunate in that I had chosen pharmacy practice so I was fully versed in the wider issues."

Dr Booth's PhD, the first in the UK in pharmacy practice, looked at the economic aspects of community practice. He then established the pharmacy practice research unit at Bradford in 1963 and since then, through research, he has picked up "more than a working knowledge of hospital pharmacy", become familiar with industry, and "very familiar" with health care economics generally.

So, after seven years as a member of Council Dr Booth was elected president last year. "In the first year I set out to try and do two things — to improve relationships both with the profession and with other bodies and to try to re-establish the confidence of the profession in its own ability, which is almost without parallel in its enormous contribution to society.

"I think we have mostly succeeded. I think the members are more aware of what they do and what they don't do. There is a tendency for pharmacists to talk themselves down. I want them to look at the good things they do and there are an awful lot in pharmacy.

"This year, without giving everything away, I want to encourage Council to get Nuffield under its belt and secondly I want to get the standards for pharmacy practice clearly established."

There are a number of other things that are close to Dr Booth's heart on a personal level. "I would like to establish links with the Third World by encouraging scholarships, and to see students doing part of their pre-registration year abroad. I also think that having a second language should be a prerequisite for obtaining a degree in the UK," he says.

His first year in office has seen him receive much praise for his approach. "It has been a very busy year," he admits. "They could easily make this a full-time job. There are people I ought to meet but simply do not have the time. And if I tried to get involved in everything I think I ought to be involved in I would never get anything done."

This week is no exception. Hosting a heads of professions meeting at Lambeth on Monday night followed a computer subcommittee meeting in Bradford in the morning; Tuesday saw the standing Pharmaceutical Advisory Committee in the morning, then back to Bradford for a community practice research meeting on Thursday, followed by a meeting of the Leeds Pharmaceutical Advisory Committee. Then it's Council again next week . . .

We wish him well in the coming year.

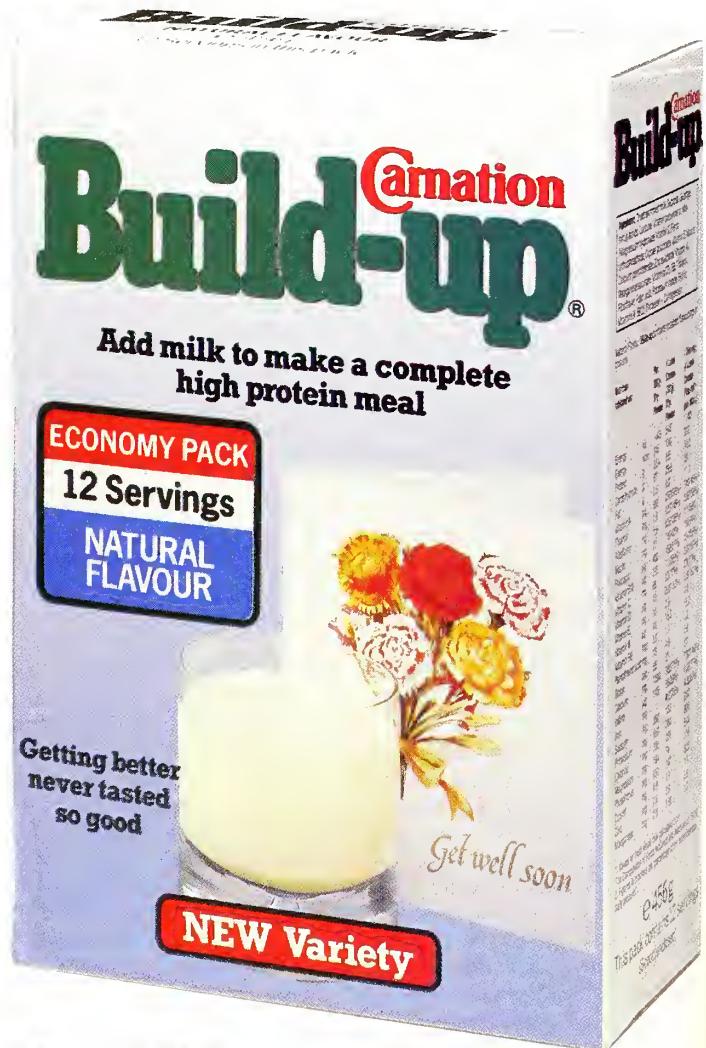
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New

# Industry to profit from new PPRS?

The DHSS has published details of a revised Pharmaceutical Price Regulation Scheme, now being considered by industry, to run for six years from October 1: target return on capital will then rise by 1½ per cent (now 15·17 per cent) and by a further 2 per cent a year later. However, sales promotion allowances will remain at no more than 9 per cent of the industry's total NHS sales. ABPI members are considering the proposal.

Secretary for Social Services Norman Fowler says the detailed changes proposed include a more objective method — to be used from 1988-89 and based on the FT 500 index — for keeping allowable rates of return on capital in line with profits in industry. The interim increases in the rates of return between renewal of the scheme and 1988-89 will reflect the rising trend in general industrial profitability.

"There would be a renewed and more explicit commitment on the industry's part to containment of the growth in pharmaceutical supply costs, and a more explicit basis for determining the research and development allowance in NHS prices. In recognition of the costs and benefits of pharmaceutical innovation, the Government intends to maintain R&D at not less than its present substantial level."

Mr Fowler says there are also renewed and more explicit arrangements for consultation between the Government and the industry on trends in the costs of NHS pharmaceutical services: "Pending the outcome of the ABPI's consultation with members the present scheme continues."

The present Pharmaceutical Price Regulation Scheme was introduced for four years in April 1978 and replaced a Voluntary Price Regulation Scheme which had operated from 1969. Since 1982 the PPRS has continued subject to a right of six months' notice of termination by the Government or the industry: this right is maintained. There is a new provision for revision after three years, after which both parties could give six months notice.

**Target return on profit (ROC).** From October 1, 1986 the range for individual companies, target return on capital (ROC) would become 16 per cent — 18½ per cent, and there would be further increases in both the minimum and maximum of the range of October 1, 1987, perhaps to 17 per cent and 21 per cent. "On both occasions some increase in target ROC would be a reasonable, subject to any relevant change in individual company

circumstances," the DHSS says. Target rates for individual companies, and any changes in average rates, would then be determined by the Scheme.

There is a "grey area" for target ROC: here a company may be allowed to retain additional profit earned on NHS medicines. The standard maximum grey area allowance will normally be 50 per cent of target profit where additional profits arise from the launch of a new product, improved efficiency, or other efforts made by the company.

**Sales promotion.** The allocation of allowed sales promotion expenditures to individual companies would be made within the 9 per cent of total industry NHS sales limit on the basis of an ABPI formula:

a. a fixed element (provisionally £400,000);

b. a variable element (provisionally 6 per cent of NHS sales); plus

c. an element dependent on the numbers of products marketed.

**Annual financial return (AFR).** The Annual Financial Return will be the basis for determining the scope of the scheme for individual companies with total home sales of between £500,000 and £4m a year. Companies with turnovers below £0.5m will be exempt from supplying AFRs

except when specifically called for.

The Department and the Industry recognise that a strict apportionment of capital and costs between home and export markets may in some circumstances produce an unfair result. The industry accepts that costs or capital must be "reasonable in the light of normal commercial practice and judgment on the part of efficient and cost-conscious suppliers participating in the scheme."

If the AFR shows profits which the DHSS considers to be unacceptably high, it will negotiate:

(a) Price reductions.

(b) Delay in, or restriction of, price increases sought by the company.

(c) A repayment of excess past profits.

**Price restraint.** ABPI members will undertake not to increase the price of any medicine unless they are satisfied that a price increase is clearly justified. Four week's notice is required if home sales of a brand exceeds £0.3m a year or 10 per cent of the company's total annual NHS sales.

**Pricing of new products.** New products may be priced at the discretion of the company as may line extensions.

**Wholesale margin.** After appropriate consultation, the DHSS will from time to time indicate the level of margin normally allowable in published NHS prices of supplies distributed through wholesalers.

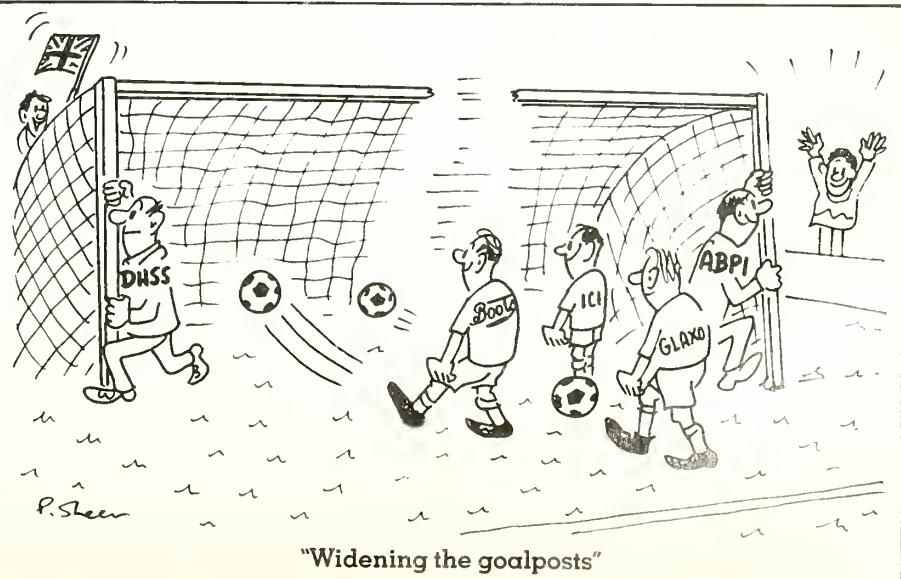
**Research and development.** The aim will be to give individual companies a firm indication of the level for the forward year and a provisional indication for the following two years. It will reflect:

1. The UK pharmaceutical industry average spend on R&D expressed as a percentage of sales.

2. The overall pattern of the company's investment in the UK.

3. The company's worldwide spend on R&D as a percentage of sales.

**Transfer prices.** Costs and profits must be "reasonable" and will not be considered on an individual product basis.



## Lords give full judgment on forgery liability

The House of Lords has given its full ruling on its judgment that pharmacists who dispense drugs on forged prescriptions are liable to prosecution for unlawful supply even if they are unaware of the forgery.

Five Law Lords unanimously dismissed an appeal last week by London pharmacy company Storkwain Ltd, against the rejection by two judges in the High Court of their claim that pharmacists were not guilty of an offence unless it was shown that they had dispensed a Controlled Drug, knowing a forgery had taken place (*C&D*, May 24, p1034).

Storkwain's appeal was the final round in a legal battle which started in February 1984 when the Pharmaceutical Society brought charges of supplying Prescription Only Medicines to two people, from Storkwain's premises in Edgware Road, Paddington, on prescriptions which were later revealed to be forgeries.

The charges were dismissed by London's Wells Street stipendiary magistrate but he was later directed by the judges to convict the company. Lord Goff of Chieveley upheld that decision and dismissed Storkwain's appeal.

"Pharmacists are in a position to put illicit drugs and other medicines on the market," he said. "Happily, this rarely happens but it does from time to time. It can therefore be understood that Parliament would find it necessary to impose a heavier liability on those who are in such a position and make them more accountable for any breaches of the Act."

In his judgment, Lord Goff of Chieveley said Storkwain's appeal centred on Section 58 of the Medicines Act 1968, which provides that no person should sell, or supply by way of retail sale, PoMs, "except in accordance with a prescription given by an appropriate practitioner."

The question for decision was whether words were to be read into the Section to require *mens rea* (a guilty mind) on the part of the retailer as an essential ingredient of an offence.

Before the magistrate, Storkwain submitted that the presumption of *mens rea* should be read into the prohibition in Section 58 and that, since the medicines had been supplied on prescriptions which Storkwain believed — in good faith and on reasonable grounds — to be valid, the Society's informations should be



"Flowers of yesterday" was one of the photographs in a portfolio from Napier College that won a prize in the sixth Polaroid student photographic competition, last week. Forty colleges entered the competition and there were prizes for college and individual entries following the theme "time". Some of the entries remain on display at the Commonwealth Institute until July 3

dismissed.

The magistrate accepted that submission and dismissed the information, but in May 1985 the Queen's Bench Divisional Court allowed the Society's appeal and sent the case back to the magistrate with a direction to convict.

Lord Goff said that in the Lords' appeal Storkwain had submitted that Section 58 must be read subject to the implication that a necessary element in the offence it created was the "absence of belief, held honestly and upon reasonable grounds," in the existence of facts which, if true, would make the act innocent.

Storkwain also argued that, if Parliament had considered that a pharmacist who dispensed a forged prescription in good faith and without fault should be convicted of an offence, which carried a maximum penalty of two years imprisonment, it would surely have made express provision to that effect.

Further it would be anomalous if such a *mens rea* defence was available for the more serious offence of supplying a Controlled Drug under the Misuse of Drugs Act 1971 and not for the less serious offence. Lord Goff said he was unable to accept Storkwain's submissions because it was clear from the Medicines Act that Parliament must have intended the *mens rea* defence should be inapplicable. He concluded by ruling that the prosecution did not have to prove *mens rea* where an information was brought alleging that the supply of prescription only drugs was made on a forged prescription but without fault on the part of the retail pharmacist.

Lord Bridge of Harwich, Lord Brandon of Oakbrook, Lord Templeman and Lord Ackner agreed in dismissing the appeal.

## Reprimand for script mistakes

A pharmacy company has been severely reprimanded by Bradford Family Practitioner Committee after two dispensing errors.

The pharmacist explained that the first, involving the dispensing of Semi-Daonil for Danol-½ occurred because the non-pharmacist owner of the pharmacy dispensed the tablets while he was upstairs.

The patient had returned to her doctor complaining of hunger and thirst, and he had rung the pharmacist who said he knew of the error and was waiting for the patient to return to the pharmacy. The pharmacist told the Service Committee that he had made two unsuccessful visits to the patient's home to try and exchange the tablets.

In a second matter, a patient received a 250mg Cytamen injection when 1000mcg had been prescribed. A district nurse had noticed the error before administering the injection. In reprimanding the company and recommending the withholding of £100 of its remuneration, the Service Committee said it was concerned about the lack of both supervision and corrective action by the firm. The Secretary of State confirmed the recommendations.

## £250 'oversight'

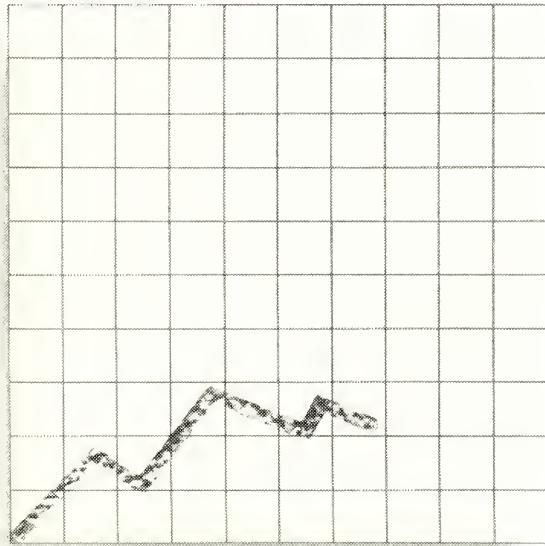
An administrative error has cost a Kendal chemist £250 after the Pharmaceutical Society caught it selling medicine illegally.

Kendal Magistrates heard that Stricklandgate chemists F.W. Boon & Son had been selling veterinary medicines from an unregistered wooden cabin on Kendal market. Mr John Wilcock, prosecuting on behalf of the PSGB, said the firm also operated similar cabins in Sedbergh and Ulverston.

The firm admitted five specimen charges and asked for a further 13 similar offences to be taken into consideration although Mr Wilcock stressed that the cabins had been in operation for a considerable period of time, reports *The Westmoreland Gazette*.

Mr Robert Metcalfe, representing Boon's, said the firm had never been in trouble before. The failure to register the cabins had been an oversight and this had now been rectified. "The failure on behalf of the company is purely one of administration. They didn't obtain the appropriate registration certificate."

# ANOTHER EXAMPLE OF FREE ENTERPRISE.

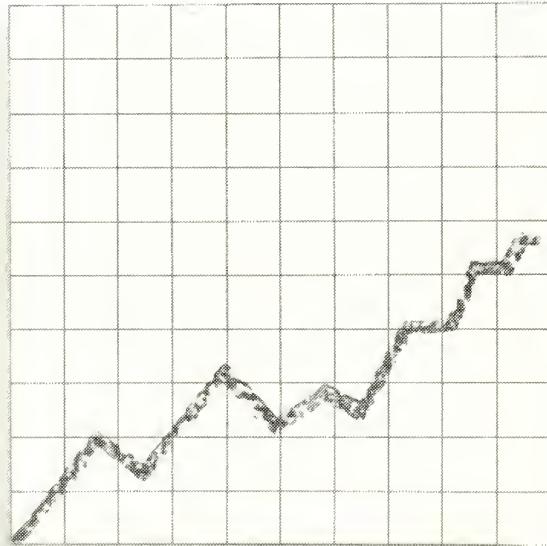


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## OTC medicines stronger on home front

"We have passed through the phase when OTC medicines were considered to be of little consequence in the face of modern medical and pharmaceutical developments, and distinctly on their way out," says the president of the Proprietary Association of Great Britain, Mr W.D. Walsh.

The home medicines industry was probably stronger today than it had ever been, said Mr Walsh. "In the light of recent events this may seem a pretty courageous statement. But we are now a long way from the days when H.G. Wells' novel *Tono Bungay* could characterise patent medicines as 'that trash that did more harm than good'.

"The competitive activity which has paralleled this growth in opportunities within our markets is a factor which does not worry us and is indeed a source of strength.

"There are those, however, who still find it difficult to accept that the commercial provision of medicines, be they POM, P, or GSL should be permitted at all," Mr Walsh continued. "For some reason, which I confess I find inexplicable, it is 'OK' to earn one's living by providing food as a farmer or even a manufacturer, by providing learning as a

teacher, or succour to the inadequate as a social worker, or indeed medical services as a doctor, but it is not acceptable to earn one's living manufacturing and providing medicines."

Mr Walsh said that at the extreme such people behaved as consumerist terrorists; careless of the damage they do in the pursuit of their own ends and disregarding the overriding value of medicines as they exaggerate side effects. "For them the reality of the balance of efficacy and safety has no meaning, everything must be as absolute as their politics.

"Anathema to such people, is the freedom we currently have to tell the public about our products through the various advertising media, and the way in which we label our packaging. But it is essential to the existence of a healthy OTC industry that we retain the right to communicate with the public through all forms of media and in a manner which is simple and understandable to the layman."

Although an advertisement was not a legal document, nor was a package insert a medical text, the fact that advertising executives were not always among the more introverted members of society should not be used as an argument to deny their professionalism as communicators, Mr Walsh said. But he urged industry to behave responsibly and support recognition of the newly revised PAGB Code of Standards of Advertising Practice which this year notched up its 50th anniversary. The Code was among the earliest example of industry self-regulation.

success story, given the state of British industry in general. Their investment in Britain has been rising steadily, and so have the numbers they employ."

He had just heard in a parliamentary answer from Employment Under-Secretary Ian Lang that the industry's capital expenditure on its plants and products rose steadily from £155.5m in 1979 to £244m in 1984. In 1982 the industry employed 81,300 people and in 1986 it employs 82,400.

opened on December 27, but said staff had refused to work because colleagues at pharmacies in nearby towns had been allowed the day off. The Committee decided that the firm had flagrantly ignored the hours of service scheme and recommended £1,000 be withheld from its remuneration.

This was reduced to £500 on appeal to the Secretary of State, says a report in the latest issue of *The Family Practitioner Services* journal.

## No pirating, vows Whitney

New Common Market proposals to harmonise testing and marketing procedures for drugs, will not lead to British firms having their drugs pirated. Under-Secretary for Health Ray Whitney has assured MPs.

When the Commons debated draft EEC Directives on harmonisation this week, Tory backbencher Roger Sims warned: "We know from experience that there are some firms not too far away from these islands who are quite likely to steal information and use it. Enormously expensive research by British firms could be seriously undermined."

But Mr Whitney told him: "Confidentiality continues to be of great importance, and I assure Mr Sims that we shall watch the matter with extreme care."

The Directives would not remove Britain's power to insist on its own criteria for safety and efficacy in drugs marketed in Britain, said Mr Whitney.

One of the Directives repeals the obligation to mark the external packages of narcotics with a double red line. Said Mr Whitney: "The intention of that marking was to help the pharmacist to keep all such products under proper surveillance, but experience has shown that the markings are also at least as helpful to drug addicts or thieves who, on breaking into pharmacies, can quickly identify their loot."

He said the EEC plans would "represent useful progress towards removing the remaining barriers to trade between member states."

## Iodide call

Ten Labour MPs are calling on the Government to ensure adequate supplies of potassium iodide and potassium iodate in tablet form are made available through local pharmacists to meet local needs in the event of future radiological emergency.

They also want all schools to hold appropriate stocks with a simple instruction on dosage and method of administration.

In a Commons motion they say this is the best protection against "the threat of cancer of the thyroid resulting from exposure to radioactive fallout for the population generally, and for extra-sensitive groups such as young children."

## MP's praise for industry record

The pharmaceutical industry got a pat on the back from a Labour MP this week for its employment and investment record.

ASTMS-sponsored MP Doug Hoyle (Warrington) said: "There is no doubt that the British pharmaceutical industry is a

## £500 withheld for 'day off'

A chemist firm has had £500 withheld from its remuneration for failing to open on one day in December 1984.

The respondent chemists admitted to Northamptonshire Pharmaceutical Service Committee that the pharmacy had not

# New Stromba Calendar Pack

stanozolol

Designed to aid patient compliance in patients with lipodermatosclerosis (the skin condition preceding venous ulceration of the leg), the new Stromba Calendar Pack provides 28 days' treatment at 5 mg twice daily. Each unit carton contains 56 tablets as 4 × 14 tablet blister strips marked with the day of the week.

The new calendar pack is in line with the requirements of original pack dispensing and will replace the existing Stromba 50 and 200 tablet bottle packs as supplies become exhausted.

**Stromba Calendar Pack (56 tablets).**  
**Trade price £17.94**



## **STROMBA** stanozolol **Fibrinolytic enhancement**

Further information is available from  
Sterling Research Laboratories,  
Onslow Street, Guildford, Surrey, GU1 4YS.

**SRL**

# The new Immac\* product that will outstrip the competition



The new IMMAC Strip Wax is bound to take off with such a powerful name behind it. After all, nobody knows more about the subject than the makers of IMMAC.

Wax treatments are widely used in beauty salons for really effective, long lasting hair-removal. Now your customers can do this at home with the confidence of a name they know well.

#### COCOA BUTTER - A NEW LOOK AND A NEW LINE

The IMMAC Cocoa Butter range has been improved and extended with a new pack for the lotion and the introduction of a cocoa butter cream formulation.



#### HIGH TIME FOR BIKINI LINE

Now is the time when women worry most about removing hair from around this delicate area.

IMMAC Bikini Line is specially designed to solve this problem and is a must with summer coming.

#### THE BIG SPENDERS

The advertising expenditure on IMMAC is more than anyone else spends year-round on their range of depilatories. £1 million is spent to support this brand-leader through TV, radio, press and PR.

With our growing range, this can only increase, together with your sales.



# Immac

## The buy-word for hair removal

by Xrayser

## Wellcome relief for Septrin

This week The Wellcome Foundation Ltd have received undertakings from a London pharmacist: — firstly not to infringe the trade mark Septrin and secondly, not to apply the trade mark Septrin as a false trade description in contravention of the Trade Description Act 1968.

These undertakings arose following the dispensing of a prescription calling for Septrin Forte for which the pharmacist dispensed Eusaprime Forte and labelled the outer carton "Septrin Forte".

This follows other attacks on parallel imports by the pharmaceutical industry and legal undertakings given by pharmacists to Allen and Hanbury to prevent breach of copyright and undertakings preventing breach of product patents given by pharmacists to Pfizer and Smith Kline & French.

The Wellcome Foundation says it will not hesitate to seek relief in the High Court without further notice should other infringements of a like nature arise.

## Two more for the API

The Association of Pharmaceutical Importers now has 19 members.

The two latest companies to join the Association are De-Louis Medical, The Square, Riverhead, Sevenoaks, and Merlin Pharmaceuticals, Gunnersbury Avenue, London W3 82D.

The 19 members of the Association (listed on p6 of this weeks Parallel Importing Supplement) are able to state on all business letters, documents and packaging that they are API members, and can use the API's logo.

The Association of Pharmaceutical Importers has been inadvertently referred to in the Parallel Importing Supplement as the Association of Parallel Importers.

Explorer Sir Ranulph Fiennes models the latest in duvet coats and vacuum flasks. The intrepid adventurer took flasks from the Thermos Vogue range filled with "sustaining liquids" on a record breaking Arctic expedition. He obviously needed some thing to keep him warm as he lost part of a toe from frostbite. "No-one in their right minds," he said, 'ever tries to walk to the North Pole in April.' Quite

## Homoeo — sapiens?

It may not be apparent, but I am, by nature a profound sceptic. I do not believe that I am supposed to believe, when it does not seem logical or reasonable or, at the lowest level of all, human, to believe. I used to join with my old boss in laughing at the nonsense of homoeopathy, shrugging my shoulders, but supplying what was wanted, dispensed according to the book, as a matter of business.

The trouble was as time went on, I either had to believe the stuff had some effect, or accept that miracles happened with unacceptable frequency.

I cannot explain it. It genuinely troubles me when I give, say drosera 30, to control the "whoop" in whooping cough, knowing that in the five cases I have given it so far it has worked — or when giving Weleda mixed pollen to diminish the effects of hay fever... or when giving Nelson's pyrethrum to apply to insect bites... or cantharis 6 for day-old bites. I could go on about how severe chilblains respond to apis mel but for once I'll keep quiet...

It embarrasses me something rotten, but one thing is sure, it isn't the power of suggestion. I must surely carry that same degree of clout when recommending Triludan or nicotinic acid-based chilblain tablets, which in my experience seem less effective than the homoeopathics. I believe we must be dealing in energy fields but decline to go further. But whatever the reason, mountain moving seems to be possible.



## Booted out?

One of the peculiar strengths of Boots as chemists, has been their management manpower. Since the beginning they have used pharmacists, who by the nature of their discipline and training have in the main, been of higher intelligence and integrity than the parallel management of the chain grocers and departmental stores. It gives us all an edge. It was recognition of the need for quality which has led the major chains to the universities for their newer recruits. Whether we like the changes or not is immaterial. Efficiency as devised by the sharp intellect is the process of producing the maximum of wealth from the minimum of input, either capital or labour. Currently it is perceived that capital is more easily manipulated than labour. Logic demands the labour content of any operation be reduced to the minimum.

Boots, therefore, in keeping with this new doctrine have just booted out a whole row of pharmacist mid-management, and have decided to take the cold-minded intellects of non-pharmacists and computers to run their businesses. A curious situation which will put them yet one stage further removed from the other retail pharmacists and could diminish the role of their pharmacist employees to just providing legal cover for the operation of dispensing contracts. That special imput which pharmacists gave, and which coloured the management philosophy so much to their credit, is no longer seen as worthwhile?

Personally I am sad, but cannot help noticing how much I am gaining from them since the changes of the last few years have become apparent.

## Pharmacy Week role play?

It would seem the idea of a "Pharmacy week" to be held next year, could usefully incorporate some comment on disallowed scripts like: "Pharmacists, despite government recommendations that they are qualified to take a much more responsible role as one of the caring professions are still treated like untrustworthy children when it comes to dispensing your prescription."

Which is why on occasions you may have to wait some considerable time when it is perfectly clear what is wanted on your prescription, simply because the pharmacist is not permitted to make an amendment".

## Corimist range gels together

Schwarzkopf have added a new extra hold styling gel (125ml, £0.99) and a super strong styling spray (150ml, £1.29) to their haircare brand Corimist.

The gel and spray are aimed at both young women and men who want strong styling aids. Both products can be used on wet or dry hair and are said to be suitable for all styling methods from scrunch drying to blow drying. The extra hold styling gel gives "a firm but natural looking hold to any style" while the super



strong styling spray is claimed to be ideal for creative styling, giving a long-lasting hold without leaving the hair feeling sticky.

Both products are packaged using a pink and burgundy red livery and have instructions for use. The products will be supported with point of sale material.  
*Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

## July offers from Numark

The next Numark promotion will run in-store during July with the following products on offer:

Heinz baby food cans, Impulse body spray, Milupa infant foods, Mum Rollette and refill; Nivea creme lotion and extra light; Numark disposable nappies, Panty Pads; Sensodyne toothpaste, Soft and Gentle antiperspirant, Silkiience styling mousse, gel and spray, Right Guard aerosols, Soft and Pure cotton wool, Andrex soft bathroom tissue, Carnation Build-up, Cow & Gate pure juice, Dexatrol glucose tablets, Femfresh deodorant and cleansing tissues, Handy Andies, Hermesselas sweetener and Sprinkle Sweet jar, Lynx deodorant body spray, Nusoft slim towels, Palmolive shave creams and sticks, Pin-up, Ponds cream and cocoa butter, Rubena, Savlon liquid



antiseptic and Wella balsam shampoo and conditioner.

Numark Family Care specials will include Caladryl, Eno, EP tablets, Germoline 2, Newskin; Germoloids suppositories, ointment and toilet tissue; Lanacane; Mycota, Numark paracetamol, indigestion and soluble aspirin tablets; Nucross calamine lotion; Optrex lotion and drops; Clearine drops and Eye Dew; Oxy 5, 10, wash, lotion and pads; Rennie, Resolve; Setlers; Solpadeine tablets and Vasogen baby cream.

*Independent Chemists Marketing Ltd, 51 Boreham Rd, Warminster, Wilts BA12 9JU.*

## Eylure nail it

Eylure are adding two new products to their nail care range.

Eylure nail biting lotion and nail polish quick dry are each priced at £1.75 and blister packed on hanging cards to be merchandised with the rest of the nail care range.

For the introductory period the cards are flashed with "new" labels. Introductory shipments will be in vacuum formed display trays headed "Eylure the nail care specialists". *Eylure, Grange Industrial Estate, Cwmbran, Gwent, Wales.*

## P&M go back to nature

Potter & Moore have launched their first "back to nature" bathcare range called Melissa.

Formulated from herbs and plants, the fragrance is a blend of muguet and lilac blossom with a hint of violet. Pastel shades are used in the packaging which shows flowers and birds on a blue trellis background.

The range comprises nine products: soap (100g, £1.30), two 100g soaps (£2.60), three 100g soaps (£3.70), moisturising body lotion (250ml, £2.95), cream bath (150ml, £2.95), bath and shower gel (300ml, £2.65), shampoo (200ml, £1.75), moisturising bath grains (six by 30g, £2.30) and talcum powder

## Shark push from Jordan

Jordan are running a special promotion from July to September on their V-tuft toothbrushes featuring a three-foot long, inflatable shark.

The shark is offered to consumers for four proofs of purchase from any of the V-tuft range. A promotional trade pre-pack containing 12 each of the V-tuft hard, medium, soft, junior, and compact brushes is available from July 1, with POS material and a free inflatable shark for display. The shark is featured in Jordan's £650,000 television advertising campaign which broke this month.

Jordan have also produced a booklet on the basics of oral hygiene. "A visit from the tooth fairy" is free direct from the Jordan distributors, Alberto-Culver with 35p p&p. *Alberto-Culver UK Ltd, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

## Vichy kit

Vichy have introduced a cleanse, tone and moisturise kit for £0.95. The kit comprises a 5ml tube of Equalia 2000 and 15ml bottles of Floral cleansing milk and lotion.

The kit is designed for holidays and weekends away as well as for trial use and contains a 95p coupon which can be redeemed against the full sized product. The Vichy introductory offer is available on-shelf from September. *Vichy (UK), 15 Nuffield Way, Abingdon, Oxon.*



(100g, £1.75).

The company is spending around £160,000 on promoting the range which will be done largely through women's magazines. *Potter & Moore Ltd, Lincoln Road, Werrington, Peterborough PE4 6ND.*

# Just when it's needed.

Calpol Six Plus is the only liquid paracetamol-based analgesic specifically formulated for this age group, having an effective level of paracetamol in a minimum dose, 250mg/5ml.

So it's convenient to administer and also has that fruity Calpol taste. Calpol Six Plus certainly merits shelf-space as does its very successful sister product, Calpol Infant Suspension.

And both are available only through pharmacies.

You'll find Calpol can help with both the little babies, and the grown-up ones as well.

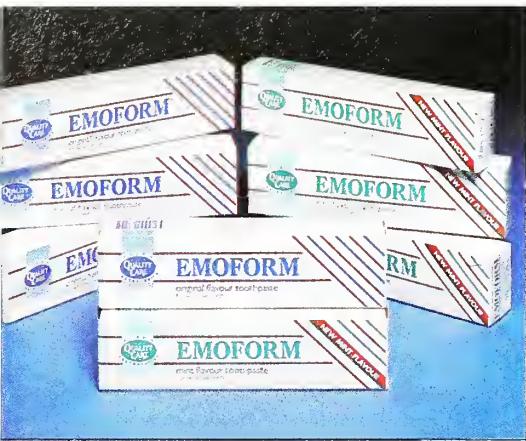


Wellcome Consumer Division,  
The Wellcome Foundation Ltd, Crewe, Cheshire.

For 6-year-olds and over.



CALPOL SIX PLUS PRESCRIBING INFORMATION INGREDIENTS EACH 5ML CONTAINS 250MG PARACETAMOL BP USES FOR THE RELIEF OF PAIN AND FEVER IN CHILDREN 6 MONTHS TO UNDER 12 YEARS IT IS RECOMMENDED THAT CALPOL INFANT SUSPENSION BE USED 6 YEARS TO UNDER 12 YEARS ONE TO TWO 5ML SPOONFULS ADULTS AND CHILDREN OVER 12 YEARS TWO TO FOUR 5ML SPOONFULS NOT MORE THAN 4 DOSES SHOULD BE ADMINISTERED IN ANY 24 HOUR PERIOD DO NOT REPEAT DOSES MORE FREQUENTLY THAN 4 HOUR DOSAGE FOR CHILDREN UNDER 6 MONTHS IS AT PHYSICIAN'S DISCRETION CONTRA-INDICATIONS NONE KNOWN PRECAUTIONS TO BE USED WITH CAUTION IN THE PRESENCE OF RENAL OR HEPATIC DYSFUNCTION SIDE AND ADVERSE EFFECTS SIDE EFFECTS ARE RARE IN THE THERAPEUTIC DOSES REPORTS OF ADVERSE REACTIONS ARE RARE AND ARE GENERALLY ASSOCIATED WITH OVERDOSE ISOLATED CASES OF THROMBOCYTOPENIC PURPURA, METHAEMOGLOBINAEMIA AND AGRANULOCYTOSIS HAVE BEEN RECORDED NEPHROTOXIC EFFECTS ARE UNCOMMON AND HAVE NOT BEEN REPORTED IN ASSOCIATION WITH THERAPEUTIC DOSES EXCEPT AFTER PROLONGED ADMINISTRATION OVERDOSE MAY CAUSE HEPATIC NECROSIS COST TO PHARMACY 100ML £0.84 (PL 3/0182) FURTHER INFORMATION ON CALPOL IS AVAILABLE ON REQUEST CALPOL IS A TRADE MARK



## Emoform's new mint condition

Leo Laboratories are relaunching Emoform toothpaste for sensitive teeth, and introducing a new mint flavour in phase two of their move into the OTC market under the Quality Care logo.

An estimated one in seven people suffer from sensitivity and experience pain when they eat hot, cold, sweet, or acidic food, from cold air or by simply brushing their teeth, say Leo. The condition arises when the protective tooth enamel is worn away and exposes the more sensitive

dentine. Emoform was specially formulated by Swiss dental company, Dr Wild & Co, to work on both teeth and gums, says sales and marketing manager Sven Wild.

Advertising and promotional support for Emoform includes whole page colour advertisements in dental magazines, samplings, mailings, and in-surgery posters. POS material, shelf-barkers, window stickers, and product information leaflets for consumers and pharmacy assistants are available as part of Leo's £450,000 spend on its OTC range in 1986. OTC manager Tony Liepman says: "We are confident that with new packaging, a new flavour, and an intensive marketing drive behind the product we will double the market share in the next 12 months".

Emoform original and new mint retail at £1.44 (100g) with a trade price of £11.12 per outer of 12. The 50g tube will be discontinued. Leo are hoping to extend the range with a whole series of complementary Emoform products which include mouthwash, toothbrushes and dental floss. *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.*

as sunflower and wheatgerm oils; floral waters of rose, orange and elder; honey, witch hazel and benzoin resin.

New labels in the skin care range are: lemon and bergamot cleansing lotion (185ml, £2.95), and elderflower moisturiser (50ml, £3.05). Both products are formulated for normal-to-oily and combination skin types.

Also joining the range are henna conditioning shampoos (185ml £1.30) herb cream baths (185ml, £1.35) and matching body lotions (185ml, £2.20). The range is designed with the over 25 year old woman in mind say, *Good Nature, 42 High Street, Bidford-on-Avon, Warwickshire B50 4AA.*

## Poppets in a new pack

Robinsons of Chesterfield are introducing new packaging for their Poppets babywipes.

The new canister features a soft focus picture of a mother and baby surrounded by a multi-coloured pattern in pastel shades designed to co-ordinate with today's baby accessories. A ring pull cap prolongs shelf life.

The 80 extra-large wipes, which retail at £1.35 per canister, are impregnated with lanolin. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

## Good NATURED distribution

Good Nature are launching their range of skincare products to the chemist trade.

The eleven products which have so far only been available to beauty salons will feature new packaging, in pink and pastel green, with a floral border design designed to attract the over-25-year-old woman.

The company has been making natural skin care products for beauty salons since 1976, using natural base-ingredients such

## Nicholas give a Matey stamp

Nicholas Laboratories are supporting Matey with a free stamp promotion timed to break at the beginning of July.

Special packs of Matey, Miss Matey and M&E will be branded with fix-a-form labels containing four free international postage stamps. There are 14 different subjects (four stamps per subject) to collect and each Matey character features a different subject.

The labels also contain details of the "Design a Matey stamp picture" painting competition with prizes totalling £570. Entrants in 3 age categories have to design a colour picture of the Matey Bubble Planet featured in Nicholas' current television commercial for the chance to win a series of big prizes — including the 1987 world stamp catalogue, a full collectors' package, international stamp albums and thousands of stamps.

An entry token is included on each special stamp pack of Matey, Miss Matey and M&E and entrants enclosing a stamp addressed envelope will receive an extra pack of six stamps. The competition closes on February 28. *Nicholas Kiwi, division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.*

## Summer travel

For Summer 1986 Wigmore Products have produced a travel kit (£2.95) for the Pino Silvestre range.

The travel pack contains 32ml aftershave, 50ml shaving foam and 50ml deodorant spray. *Wigmore Products, 31 Chase Road, London NW10.*

## ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Angha	HTV Wales & West
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Alberto VO5:	All areas
Aller-eze:	U, Y, A, HTV, TSW, TVS, Bt
Amplex:	Bt
Andrews:	G, Y, HTV
Anne French:	Bt
Arret:	G, C, TTV
Autan:	B, Y, A, TVS, LWT, TTV
Caladryl:	G
Carmen:	G, Y
Carnation footcare:	G, Y, C, TVS, LWT
Dentu-creme:	All areas

Farleys Rusks:	All areas
Grecian 2000:	Y, TTV, GTV, STV, BTV, G, A, HTV, TT, U, C, TSW, TVS
Immac Dancer:	G, TT, GTV, TSW, B
Infra-care baby bath and lotion:	All areas
Jordan toothbrushes:	All areas
Lady Grecian 2000:	GTV, STV, B, G, Y, A, HTV
Lipcote:	All areas
Listerine:	All areas
Murine:	Bt
New Feel Andrex:	All areas
Nurofen:	All areas
Odor Eaters:	U, B, Y, TSW, TT
Optrex:	All areas
Peadouce Babyslips:	Bt
Proflex tablets	TT, C4
Rug Patrol:	G, Y, C, LWT
Savlon:	All areas except U, B, GTV
Sensodyne toothbrushes:	GTV, STV, Y, A, TVS, LWT, TTV, Bt
Vidal Sassoon:	All areas



# 50 million Reasons to Recommend Cepton





## Ronson fulfil basic needs?

Ronson have introduced a range of men's toiletries including razors which they say will cover all men's basic needs.

The Sport Plus range comprises shower and shampoo gel (£0.99) designed for daily use, a splash-on lotion for use as an after-shave and body toner, a deodorant spray (£0.89) and an oval-shaped deodorant stick (£1.09).

For the man who wants to co-ordinate his toiletries with a shaver system, Ronson have introduced the super twin blade razor system (£1.29) which offers a razor, fine blades and a self-adhesive wall bracket. The fine blade cartridges are suitable for use with all twin blade razors including fixed head and pivot head razors. Ronson are also offering single and twin blade disposable razors, available in packs of five at £0.33 and £0.54 respectively. The range includes two shaving foams — a mild and a cool variant, both retailing at £0.75.

The range will be supported by a £1m advertising campaign using television, national and local Press. Full POS material is available and an introductory offer worth £15 of Sport Plus stock is offered to pharmacists.

The company says it is looking for around 50 per cent penetration of independent chemists and says it does not plan to distribute to the grocery trade. Distributed by UTC International Ltd, 5 Bone Lane, Newbury, Berkshire.

## Jess the job for G.B. push

G.B. Products Ltd are running their biggest ever pharmacy promotion to coincide with the launch of the Jess anti-plaque toothbrush (C&D June 21 p1220).

To pharmacists buying direct the company is offering a pre-packed parcel containing 60 assorted packs for £408, and they will be entitled to £150 worth of shopping vouchers.

Pharmacists buying via their wholesaler are offered a pre-packed parcel containing eight assorted packs for £54.40 trade with a free Casio wristwatch worth £24.95. The new model will be available from Monday July 14 (not July 1 as stated last week). *G.B. Products Ltd, The Coach House, Birmingham Road, Blakelaw, Kidderminster, Worcester.*

From July 1, Dental Projects have appointed Dendron as UK distributors for their Dentifix denture repair unit and Permasoft denture lining material. Orders should be addressed to *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*



The following column lists advertisements for chemist merchandise appearing in the IPC women's Press in July. The magazines are divided into weeklies (W), monthlies (M), and teenagers (Y).

Ash Lobs Maws	M		
Mint Cool	W	Y	
Sherleys	W		
Sucron	W	M	
Avon Cosmetics	M		
Bayer Natrena	W	M	
Beechams Ambrosia Devon rice	W		
Fenjal	M		
Quickies	Y		
Shaders and Toners	Y		
Booker Health Heath and Heather	M		
Boots Femfresh	W		
No 7	W	M	
System 1			
Bowater Scott Libra	M		
Carter Wallace Nair			
Chanel Crystalle			
Chattem Sun-in			
Chefaro Bergasol			
Cheseborough Ponds Pastale	M		
Thomas Christy skin care	M		
CIBA Piz Buin	M		
Combe Lanacane	W	M	
Vagisil	W	M	Y
Cussons Gold shampoo	W	M	Y
DDD Blister			Y
Dentinox	W		
Stain Devils	W	M	
Elida Gibbs Harmony			Y
Impulse			Y
Sunsilk			Y
Timotei			Y
Evans Mycil	W		
Eylure Elancyl		M	
Houbigant Raffinee		M	
ICC Bisodol	W		
Preparation H	W		
Intercare Aller-eze	W		
Ex Lax	W	M	
International Labs Dermidex			
Jenks Bio-tex	W		
Johnson & Johnson Carefree	W		
KY Jelly		M	
LRC Senselle	W		
Lilia Dr Whites			Y
Lilia White Lillets		M	Y
Mason Pearson			Y
Network Sally Hanson		M	
Newton Bikini Bare			Y
Nicholas Labs Radox	W		
Numark	W		
L'Oreal Ambre Solaire	W		
Parim Forte Vital		M	
Rapido Inecto	W		
Reckitt & Colman Disprin		M	
Junior Disprin	W		
Senokot	W	M	
Richards & Appleby Buf-Puf	M		Y
Robins Rug Patrol	W		
Seba med			Y
Seven Seas New Era	W	M	
Stafford Miller Joy Rides	W		
Marie Stopes			Y
Tampax			Y
Thompson Slimline	W		
Uniclife TCP	W		
Unipath Clearblue			Y
Vichy Egalia		M	
Les Nutritives		M	
Wella	W	M	Y
Wigglesworth Opazimes	W	M	
Winthrop Panadol	W		

## Crossing the line

Thomas Christy are promoting their bodycare range and recently launched aloe vera hand lotion with cross-sampling offer running from July.

The promotion, which is designed to encourage trial within the range, offers consumers a free 15ml tube of hand lotion with any purchase of skin emulsion and a 15ml tube of Christy's rich lanoline with hand and body lanoline. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

**SPIRONOLACTONE**  
TABLETS B.P.  
25mg 500  
50mg 100  
100mg 100

**ALLOPURINOL**  
TABLETS B.P.  
100mg 100  
300mg 100

**FLUCLOXACILLIN**  
CAPSULES B.P.  
250mg 100  
500mg 100

**Wyeth\***  
**Spironolactone**  
**Tablets B.P.**  
**25mg**  
**500 tablets**  
POM

**Wyeth\***  
**Allopurinol**  
**Tablets B.P.**  
**300 mg**  
100 tablets  
POM

**Wyeth\***  
**Flucloxacillin**  
**Capsules B.P.**  
**500 mg**  
100 capsules  
POM

## ...yet more quality generics from Wyeth.

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality. Wyeth also provide you with sales support and technical back-up services, through our large representative and head office team, to give you confidence and maximum peace of mind.

Now you and your patients can benefit from an extended range of Wyeth quality generics which includes spironolactone, allopurinol and flucloxacillin. To enquire about our competitive prices, or any other matter, ring the Wyeth 'Hotline' on 06286 4377 Ext 4519.

Unparalleled quality

**WYETH \***  
**GENERICS**

\*Trade mark.



## Build-up

Add milk to make a complete high protein meal  
12 servings

Leaving home  
never tastes so young

## Build-ing up the range . . .

Carnation Health Care are launching a new natural flavour Build-up on June 30 to extend the existing range of six flavours.

The natural variant has all the nutrients of the established flavours, but with the advantage that the consumer can add preferred flavourings or ingredients, says the company. It is packed in a 456g economy size carton with a measuring scoop, retailing at £2.75, and is available only to chemists and hospitals. Each carton contains 12 servings. *Carnation Ltd, St George's House, Croydon, Surrey CR9 1NR.*

## Dermidex gets £1m

International Laboratories are advertising Dermidex on television and in the national Press with a claimed equivalent national spend of £1m.

A 30 second television commercial runs in the London area on Thames Television until the end of July. That is supported by a two month campaign in national daily newspapers beginning shortly, say *International Laboratories Ltd, Wilson Road, Alton, Hants.*

## The Right game for Ever Ready

Ever Ready have picked up the rights to the ITV gameshow "The Price is Right".

A nationwide promotion built around the Silver Seal extra life batteries and featuring host Leslie Crowther will run through July and August.

Ever Ready say the show has a regular 12 million audience, and eight million leaflets are to be distributed door-to-door throughout the country. They will carry three different games with separate prizes for each, and there will also be a 10p off

coupon, valid against any pack of Silver Seal batteries.

The first involves matching four bar codes with the Silver Seal packs. Cash prizes range from £1 to £1,000.

All retailers will be given an extra 5 per cent discount on any Silver Seal products invoiced during July and August, say *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London NI4.*

## Elida go for their gums

Elida Gibbs are supporting Mentadent P with a £2.8m advertising spend for the remainder of 1986, aimed at showing that healthy gums are relevant to all ages. A national television campaign breaks on July 1 and will run until August. *Elida Gibbs Ltd, PO Box I.D.Y., Portman Square, London W1A 1DY.*

## Colgate get teeth into push

Colgate Palmolive Ltd are running promotions on the following brands: Colgate dental cream regulat flavour and blue minty gel; large (50ml) 20 per cent extra, family (125ml) 15 per cent extra, and a banded offer on 2, 50ml large size 20 per cent extra. Adult and children's double action toothbrushes are at a reduced price of £0.65 and £0.55 respectively. A 10m household coupon drop offers consumers 20p off Tartar control formula and 10p off the double action toothbrush. *Colgate Palmolive Ltd, 76 Oxford Street, London W1A 1EN.*

## Caducee quest

Caducee Healthcare are launching a "major" Press campaign at the end of June, covering nursing publications and regional newspapers, for Slipad and Slipad super.

The advertising forms the first part of a £300,000 campaign for Caducee in 1986, and will concentrate on the professional sector with full page colour advertisements appearing in nursing and healthcare publications throughout the year.

The consumer campaign starts with an advertising test in two Scottish national newspapers — the *Daily Record* and the *Sunday Mail* — using full page advertisements. *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

## July offers from Unichem

Unichem's next Passport to Riches promotion starts on July 1 and runs until July 31 1986.

**Products are:** Born Blonde colorant and lightener; Colgate toothpaste and tartar dental cream; Farleys Breakfast Timers; Germolene; Germoloids; Impulse body spray; Johnson's baby powder; Konica films; Libresse Bodyform; Lil-lets; Peaudouce; Poly Highlights; Recital highlight kit, Performance and Superblonde; Right Guard; Silkience mousse, gel, styling spray and hairspray; and Wet Ones moist wipes.

The Profit Power offers, available July 1 to 31, are: Affairs hair colouring creme; Alberto VOS shampoo and conditioner; Altoids; Anadin; Andrews; Anne French cleansing milk; Aspro clear; Atrixo; Ballet toilet tissues; Catarrh Ex tabs; Cow & Gate concentrated pure juice; Cuticura ointment and soap; Doans extra strength backache pills; Dr Whites Contour and Secrets; Efferdent tablets; Eucryl toothpowder; Ex-Lax chocolate; Fairy toilet soap; Femfresh; Femimax tablets; Henara Hi-shine, natural styling system and treatment wax; Immac; Infacare; Kleenex Boutique tissues; cotton wool pads; Kleenex regular tissues; L'Oreal freestyle mousse; Libra panty liners and slims; Limara body spray; Lucozade; Lynx deodorant body spray; Mentadent P toothpaste; Milk of Magnesia; Milton fluid and tablets; Milupa baby foods and milks; Minima panty liners; Murine eye drops; Nivea; Opas; Palmolive rapid shave; Pin Up; Poly-Grip; Ponds cream and cocoa butter and cream and cocoa butter lotion; Profile; Promise press-on towels; Quickies — face and eyes; Radox salts; Scholl footcare range; Scotties; Selsun shampoo; Setlers; Skels pastilles; Slender bars and powder; Smith Kendon lollies and travel sweets; Soft and Gentle; Sweetex; Tri-Ac lotion; Vasogen cream; Vespe; Vitapointe conditioner; Whistling Pops and Wrights coal tar soap and spring fresh soap.

Sundries available from July 1 to 31 comprise: Benjy bibs, copper bracelets; Croydex bathroom range; Denman brushes and combs; Ever Ready chiropody; Griptight nursery; Jordan toothbrushes; Maws babycare range; Miss Jayne stand; Playtex nurser range; Portia bathroom range; safety pins; Tommee Tippee velcro bibs; Unichem manicure; Unichem thermometers and Wilkinson Sword.

*Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## Klorane eye up the Press

Klorane Laboratories are running a colour advertising campaign for the French wild cornflower lotion eye makeup remover until August in *Company, Cosmopolitan, Options, Over 21* and *Vogue*.

The advertising is supported in-store with a trial size Summer promotion of a 30ml bottle at 49p. The normal 100ml bottle retails for £2.35. The promotion is merchandised in a display with back card, with 32 trial size bottles. Distributed by the *Eylure Group, Grange Industrial Estate, Cwmbran, Gwent.*



## SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.



# PIRITON

Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.

# If you want the status,



The Vantage symbol is a sure sign of success for any pharmacist who has retained his independence, yet at the same time enjoys the back-up of the U.K.'s most successful pharmaceutical group.

Vantage is all about providing you with retail packages and ideas to help you attract consumers to your pharmacy. It saves them making long shopping

trips for the day to day convenience items you stock because in the words of the Vantage slogan – Vantage is "right on price, right on your doorstep". From product promotions to subsidised shop facias, Vantage members benefit from the groups' strength.

A Vantage chemist reaps the benefits too of national T.V. advertising and press advertising campaigns. There's lots more for Vantage members

# we've got the symbol.



cluding the Vantage range of quality own label products, the free special Vantage pricing kit and not forgetting Vantage staff overalls, prescription bags, training guides, the Vantage convention, special marked promotions, internal and external boxes etc. etc.

So isn't it time you got the ultimate status symbol - Vantage.



**We're  
always there,  
we always care.**

## Tested in two minutes

Directaclone CG is a two minute latex slide test in which agglutination indicates pregnancy.

The test's sensitivity is 0.3 IU HCG/ml, and most urine specimens from pregnant women will contain enough HCG to be detected by the test a few days after a missed period, say suppliers Alpha Laboratories. US trials with 218 urine specimens show an overall accuracy of 98.6 per cent for the test, says the company.

The test requires one drop of urine and one drop of reagent mixed on a tile. The result should be read within two minutes; positive results frequently come up in one minute, says the company.

The test comes in 30 (£28.80) and 100 (£79.60) packs complete with positive and negative controls, a testing slide and droppers packs from *Alpha Laboratories Ltd, 40 Parham Drive, Eastleigh, Hampshire SO5 4NU*.

## Appealing to the eyes . . .

Otrivine-Antistin eye drops have been redesigned and a patient instruction leaflet replaces the current packaging leaflet. The new packs are hoped to have more "eye appeal" and will be introduced over the next few weeks as stocks in the current packs run out, say *Zyma (UK) Ltd, Westhead, 10 West Street, Alderley Edge, Cheshire SK9 7XP*.

## Allergan focus on lenses

Allergan have added the Lenskeeper contact lens storage case (£1.99) to their range. The company says it is suitable for all types of contact lens and can be used with both chemical and heat disinfection systems. *Allergan Ltd, Turnpike Road, Cressex Industrial Estate, High Wycombe, Bucks HP12 3NR*.

## Iron packs

BC500 with iron is now available in packs of 30 tablets (£2.50) from *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT*.

## Betadine dry powder spray

**Manufacturer** Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4GW

**Description** Pressurised aerosol can containing 150g of brown powder consisting of Povidone- iodine USP 2.5 per cent w/w

**Uses** Skin antiseptic for treatment and prevention of wound infection including ulcers, cuts and other minor injuries

**Administration** Shake well before use. Spray required area from a distance of 6-10 inches until coated with powder. A dressing may be used if necessary

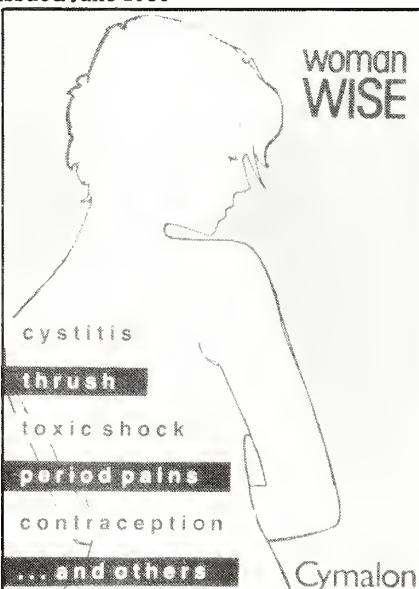
**Contraindications** Non toxic-nodular colloid goitre. Iodine hypersensitivity

**Warnings** Do not inhale or spray into eyes. Where iodine sensitivity is suspected a patch test should be done. Should not be used for neonates. Prolonged use for lactating or pregnant women not recommended. Prolonged use in severe burns or over large areas of denuded skin may cause metabolic acidosis, hypernatraemia and renal impairment. Absorption of povidone-iodine may interfere with thyroid function.

**Supply restrictions** Pharmacy only  
**Packs** Aerosol cans of 150g (£2.15 trade)

**Product licence** 0337/0114

**Issued** June 1986



"Woman wise" is a new booklet being offered free to consumers from Sterling Health. It contains information on a variety of women's health matters including cystitis and toxic shock syndrome, and aims to "reveal the truth behind old wives' tales and modern myths". *Sterling Health, 1 Onslow Street, Guildford, Surrey*

## Monit LS tablets

**Manufacturer** Stuart Pharmaceuticals Ltd, Stuart House, 50 Alderley Road, Wilmslow, Cheshire SK9 1RE

**Description** White round tablets with "10" on one face and "Stuart" on the other. Each tablet contains isosorbide mononitrate 10mg

**Uses** Prophylaxis of angina pectoris

**Further information** Monit LS is intended for initial treatment of patients new to long acting nitrate treatment. After seven days, treatment with the low strength product most patients will progress to full dose therapy

**Dosage** Patients not receiving prophylactic nitrate therapy should take one tablet twice daily. Maintenance dosage is between 20mg and 120mg daily. The tablets should be swallowed whole with a little fluid. A lower dose may be needed in the elderly, especially if renal or hepatic function is impaired.

**Contraindications, warnings etc** As for Monit tablets

**Supply restrictions** Prescription only

**Packs** Calendar packs of 14 tablets (£0.83 trade)

**Availability** The product is to be launched on June 30

**Product licence** 29/0194

**Issued** June 1986

## Gyno-Daktarin 1 ovule

**Manufacturer** Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ

**Description** Ovule containing miconazole nitrate 1200mg

**Uses** Local treatment of vulvovaginal candidiasis and superinfection due to gram positive bacteria

**Dosage** A single ovule should be inserted high into the vagina at night as a single dose

**Contraindications** Avoid contact with contraceptive diaphragms and sheaths because the rubber may be damaged by the ovule's emollient base

**Warnings** At high oral doses in animals, miconazole is foetotoxic but not teratogenic. Gyno-Daktarin should be used in pregnant women only if considered necessary

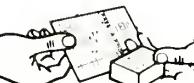
**Side effects** Irritation occasionally

**Supply restrictions** Prescription only, available from July 1

**Packs** Each pack contains a finger stall and one ovule (£3.95 trade)

**Product Licence** PL 0242/0121

**Issued** June 1986



## **Tagamet pack changes**

In line with moves towards original pack dispensing Smith Kline & French Laboratories are changing pack sizes of Tagamet tablets.

From June 30 a 30 tablet pack (two calendar strips of 15 tablets, £16.91 trade) of the 800mg strength replaces the 28 tablet pack; a 60 tablet pack (four calendar strips of 15 tablets, £17.80 trade) of the 400mg strength replaces the 56 tablet pack, and a 120 tablet pack (five blister strips of 24 tablets) of the 200mg strength replaces the 500 tablet pack.

strength replaces the 500 tablet pack.  
Tagamet syrup and parenteral presentations are unchanged. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts.*

**ACBS approval**

Juvela gluten-free fibre mix has been considered by the Advisory Committee on Borderline Substances which has agreed

to recommend it on prescription for patients with gluten-sensitive enteropathies including steatorrhoea due to gluten-sensitivity, coeliac disease and dermatitis herpetiformis

The ACBS has also agreed to recommend Aglutella pasta spirals and tagliatelle on prescription for patients with phenylketonuria and similar amino acid abnormalities, renal failure, liver failure and liver cirrhosis, gluten-sensitive enteropathies including steatorrhoea due to gluten-sensitivity, coeliac disease and dermatitis herpetiformis. *Dietary Supplies Ltd, 494 Honeypot Lane, Stanmore, Middlesex HA7 1JH.*

BRIEFS

**Polyalk suspension revised formula is available again and continues to be prescribable on FP10.** It comes in a 500ml pack (£1.90 trade) and remains prescribable on the understanding that its price is no higher than that of comparable products. *Galen Ltd, Seagoe Industrial Estate, Craigavon, Co Armagh, Northern Ireland BT63 5OD.*

**From July 1 Emulsiderm will be available in a 1 litre pack (£11.26 trade).** The new pack comes with a measuring cup. The 250ml size remains available and the product is to be promoted to GPs and hospital staff, say *Dermal Laboratories Ltd, Tatmore Place, Gosmore, Hitchin, Herts SG4 7QR*.

**Generic glibenclamide:** Glibenclamide tablets 5mg (100, £5.10 trade) have been added to the range of generic products from *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG*.

**From July 1 Galpseud linctus will be available in a 100ml pack (£1). The linctus contains pseudoephedrine hydrochloride 30mg/5ml in a sugar-free base. The product is available on FP10.**

*Galen Ltd, 19 Lower Seagoe Industrial Estate, Portadown, Craigavon, Co Armagh BT63 5QD*



# PHARMACY ECONOMICS

The main types of organisation in retail pharmacy are the partnership, the private limited company, the public company, and the business controlled by one man or woman. The advantages and disadvantages of each are well documented and the choice of set-up is highly individual. Legal and accountancy advice is essential when a decision is made, and the special circumstances relating to pharmacy must be understood. In England or Wales, for example, a pharmacist conducting a retail pharmacy cannot take a non-pharmacist as a partner — whereas in Scotland he or she may do so.

Whatever structure is adopted, it is crucial that the pharmacist is fully aware of his or her power over the responsibilities involved. The pharmacist must have control over the activities of the business to ensure a proper balance between commercial and non-commercial restraints, and short- and long-term profitability. A cut-price display might sometimes, for instance, enhance profits for a time, but damage the image of the pharmacy in the long run. A pharmacist with only a small financial stake in a limited company should take care that the shareholding and voting are arranged so that he or she can have the final word on policy. A majority holding of the ordinary shares would be one way of doing this.

The essence of management for profit is to have clear goals and a realistic but flexible plan. But management by objectives, as advocated in a multitude of courses and books over many years, has still not fully replaced management — or mismanagement — by crisis. Many

## Money talks

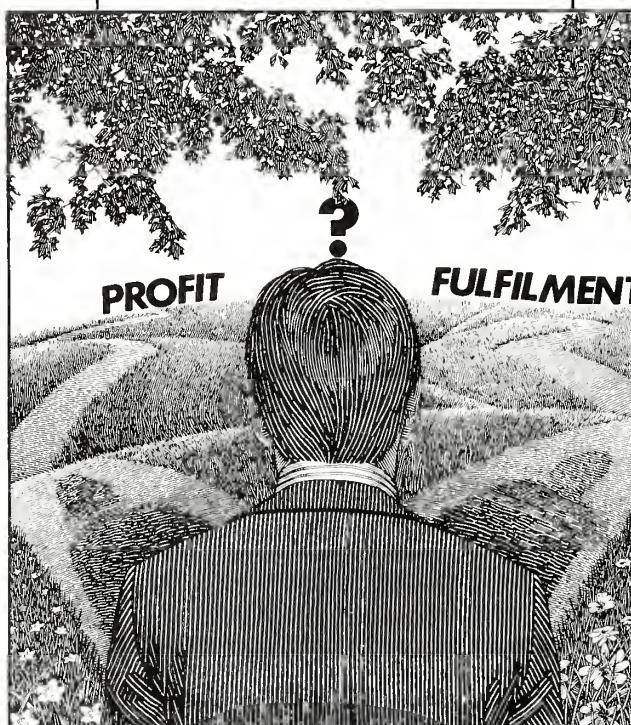
proprietors fail to take preventive action over problems which are foreseeable, waiting until urgent steps are forced on them by events. Understudies for senior staff who, obviously, cannot be far from retirement, are not trained in good time. Key people are not motivated by pay and appreciation to stay on in their job, and so on. The future is uncertain. But uncertainties must be expected, and reduced to a minimum. Forecasting based on facts is a must, if profits are to be optimised.

Every time an order is placed we are forecasting demand — and it is dangerous to rely blindly on history. Automatic reordering systems, where stock is replaced as it is sold, must be moderated by market judgment and market trends. Because product x has sold steadily over the counter for years, or product y has been regularly prescribed for months, we cannot assume that this will go on.

As every pharmacy is unique, the following principles should be adapted to individual circumstances. The owner putting them into practice can expect to add to profits and job satisfaction.

1. Decisions should be kept to the lowest possible level. The most highly paid members should concentrate on the most important matters.
2. As many responsibilities as possible should be delegated. No-one should be doing work which could be done by a subordinate. Many owners are wary of this principle, feeling the job would not be as well done by someone else. There can be an element of vanity in this attitude, but clearly it is imperative that the delegated work must be done to a satisfactory

*Continued on p1292*



**Good communication  
is essential for a  
pharmacy to run  
as a team.**

### Today's approach to treating the symptoms of cystitis

Effercitrate when dissolved in a glass of water provides a freshly prepared equivalent of Mist. Pot. Cit<sup>1</sup>, but now as a pleasant tasting effervescent drink, which increases patient compliance and gives rapid relief from discomfort. Alkalising the urine effectively treats non-infective cases of cystitis and helps to inhibit the growth of bacteria in the bladder. Does not interfere with MSU test.

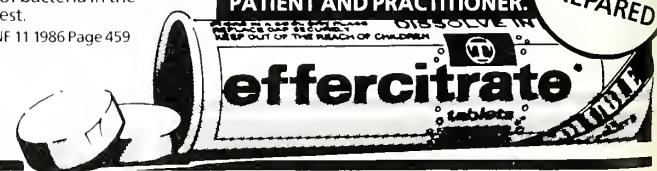
<sup>1</sup>Mist. Pot. Cit should be recently prepared BNF 11 1986 Page 459

Full information from  
**Typharm Limited**  
14 Parkstone Road  
Poole, Dorset BH15 2PG  
Telephone (0425) 479711

POTASSIUM CITRATE MIXTURE  
IN SOLUBLE TABLET FORM

SIMPLE, CONVENIENT FOR  
PATIENT AND PRACTITIONER.

EACH  
DOSE  
FRESHLY  
PREPARED



**As natural as the living earth... and now as far reaching... Nelsons have been researching and manufacturing homoeopathic medicines in accordance with classical Hahnemannian procedures since 1860.**

Today their modern laboratories keep Nelsons firmly in the lead in homoeopathic development and standards of quality and reliability... providing the base from which Nelsons preparations are exported to all 64 countries which practise Homoeopathy.

In the UK, Nelsons team of laboratory analysts and pharmacists work to maintain this worldwide expertise in providing a comprehensive homoeopathic service to over 5000 pharmacies nationwide.

# Nelson's Homœopathic Medicines lead the world

A. Nelson & Co Ltd  
5 Endeavour Way,  
Wimbledon, London SW19 9UH.  
Telephone (01) 946 8527 Telex 25774 NELSON G.

  
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Homœopathy



Continued from p1290

standard. There are probably many jobs in the pharmacy which are best carried out by the pharmacist. But the pharmacist's time is more valuable than anyone else's.

3. Training relevant to the business should be provided. And training programmes should include instruction in the art of delegation. Some seniors might fear that by training juniors to take over their work, they are undermining their own position. They should be shown that their personal promotion up the ladder is linked with their success in ensuring there is someone to take their place. Is it worth retaining people who cannot or will not delegate? It could be better to lose them than to cramp the prospects of their ambitious juniors. And every trainee should be shown how a worthwhile career can follow on from good preparation. Low staff turnover is important in high profitability, and is closely related to training opportunities.

4. For a pharmacy to function as a team, there must be good communication. One of the biggest bars to this is lack of clarity from someone giving instructions. Of course, the fault might lie with the receivers of the message. But anyone in authority should see it as a prime duty of management to be

effective in communication. Even when we are dealing with intelligent professionals, it is often necessary to repeat information, to explain terms. Many people read what they expect to see, hear what they imagine you are going to say.

Perhaps we should refresh our minds on a few basics:

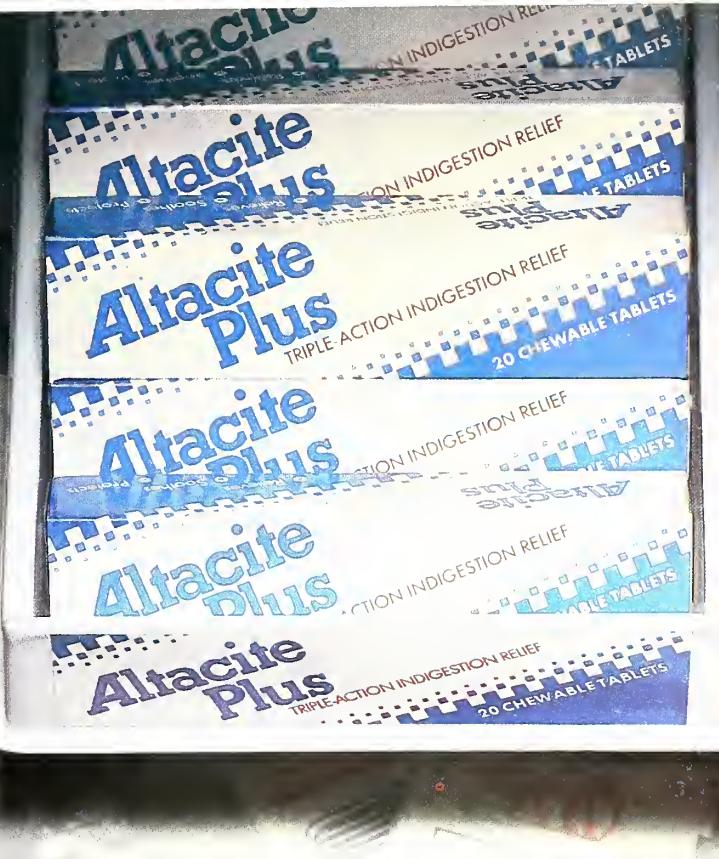
a We must be crystal clear on what we wish to communicate. It can be useful to write down the message and see whether it could be ambiguous.

b Terms must be precisely defined. If you are agreeing with a manager or head of department that he or she should have a share of the profits, the word "profits" must be elaborated. Are we talking about gross, net, adjusted net, pure, refined profit, or what? How is the profit to be calculated? Any slack definition might not cause problems until after the financial year end — and by that time memories could be clouded. So profit-sharing arrangements and so on must be in writing, and as watertight as we can make them. And there must always be room for interpretation by a mutually acceptable and independent third party.

c Once you are confident that you've put

your own house in order, you can tackle those at the receiving end. Make sure that the training includes listening to customers, trying to understand what they say by other signals, and not merely in words. Your staff should be encouraged to communicate with customers, colleagues, suppliers, doctors, and with you. Staff meetings can be a valuable opportunity for the shy to be brought out and contribute to the running of the pharmacy. Facilities should be available for those who find it easier to communicate in writing: suggestion boxes should not be the preserve of large organisations.

d However inspiring your message, it will be valueless unless people can hear what you are saying, and read what you are writing. Time and again I attend meetings where the speaker can barely be heard. And some of these speakers are teachers! As pharmacists are so often the sufferers through illegible handwriting, those whose own is suspect should pay a trifle more attention to the art!



# 'Complex' Indigestion – in the news again

- More national consumer advertising starting in June.
- Altacite Plus – your only recommendation for rapid relief from 'Complex' indigestion.
- Only Altacite Plus contains activated dimethicone and hydrotalcite for triple-action indigestion relief.
- Only available from pharmacies.

Fast Acting

# Altacite Plus

TRIPLE-ACTION INDIGESTION RELIEF FROM ROUSSEL  
RELIEVES • SOOTHES • PROTECTS

# Ashe: an all-consuming Young family passion

Ashe Consumer Products, formerly Ashe Laboratories, celebrate 50 years of trading this Summer. Kenneth Young, the current managing director, has been on the board for 37 years, and can remember the time when it was still a family run business. In the year of their Jubilee he reflects on just how the company, now part of a large multinational with leading brands in the babycare, toiletries, insecticides, haircare and pet care markets, evolved during those years, from an initial funding of just £100.

Ashe began as a family run business and grew rapidly as a result of product innovation and considered acquisitions. One of the company's greatest strengths being to inject new life into ailing brands when no-one else seemed able to.

Ashe Laboratories was founded in 1936 by Kenneth Young's elder brother Cyril. Now 74, he cut his last ties with the company four years ago. "But he had not played an active role for some time before that. He lost a lot of interest when ITT took us over. I was sufficiently young to be able to adapt," says Kenneth Young.

"I call myself the Vicar of Bray when I'm feeling whimsical. He changed his religion each time it changed with the monarchy. I have been with the company through four eras — private, public limited, part of ITT and now AKZO. The Vicar of Bray was the survivor of a multinational organisation. I'm another."

Prior to 1936 Cyril Young had been operating under company names such as A.H. Young & Sons and the Volopep Company of Great Britain Ltd. Part of his business was contract manufacture, and Cyril soon realised he was missing out on work not because of any lack of skill or expertise but simply because these names came at the end of any alphabetical list. A new name — Ashe Laboratories — not only put his company at the top of the list, but also hinted at its product development skills.

Apart from contract manufacturing, Cyril made his first step into proprietary marketing with automotive chemicals. The best known of these was Volopep tablets — put into petrol tanks and intended to make petrol go further. The company was still fairly small when the war started, but business was going well, with a wide range of products being handled.

Many raw materials became unavailable during the war years, so Ashe set about developing alternatives. These included a range of flavourings and food substitutes.

Some of the bulk chemicals produced were specially developed to rehabilitate starving war victims.

The amino acid cystine provided the basis for the company's post-war growth. It was used to improve the yield of mould cultures from which the then newly discovered antibiotic penicillin was produced. Cystine can be produced from human hair, and hair was sent to Ashe from army camps and civilian hairdressers all over the country. The hair had to be thoroughly cleaned and the company developed a special shampoo for the purpose.

After the war this was marketed under the name Bandbox, and it rapidly became the leading brand. During the heyday of Bandbox, around 1947, the current factory at Leatherhead was purchased. The merchant bankers Minster Trust also took an interest in the company — up to that time shares had all been held by private individuals.

Bandbox was a great success for Ashe, but the company could not compete with increasing pressure from the giant toiletry concerns such as P&G, Lever and Beecham during the last years of the decade, and the



Kenneth Young, managing director



brand ceased to be a major force. The Bandbox name spanned a whole range of haircare products, from brilliantine and tints to wave sets. The spray tint was available until the late '60s.

Kenneth Young joined the board in 1949. "I can remember much work being done on the dining room table. We all chipped in when my brother started. It says something that we were able to work together for so many years because often families don't get on all that well in business," he says.

"We had it bred into us not to put all our eggs in one basket. There is a lot of merit in spreading the risk and that is reflected in the range the company has today. To start with the company was very entrepreneurial. One of the problems of being with a multinational is the difficulty of giving room for flair."

Kenneth Young has some strong views on some modern aspects of marketing. "I'm a bit jaundiced about market research," he says. "You can often get totally the wrong answer."

"In the beginning we covered a large span of years with very little research but you cannot proceed like that now. We are being channelled down narrower roads — it's more difficult to find products with a USP — or unique selling point."

When Kenneth Young joined the board in 1949 the head office was in Victoria Street in London near the Victoria Palace where the Crazy Gang performed. "I sometimes thought we should have joined them," he says. Part of the Clarneco sweet factory at Hackney was used for manufacturing.

From 1950 Ashe's profits started to grow rapidly. This was due to the launch in the Spring of 1951 of a chlorophyll tablet "to control breath and body odour", marketed under the name Amplex. "My brother went to the States in 1950 for the first time. He came back with glowing stories about the chlorophyll boom," says Kenneth Young. "Our advertising claims in those days were outrageous by today's standards, with the stringent control in force. We said it eliminated all breath and body odour. As a

*continued on p1296*

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THIS  
SPACE**

**FREEPHONE: NORTON**

**NORTON X**

# COMPANY PROFILE

Presentation to the prize winners at the national final of the annual Bandbox competition in the late 1940's, hosted by Eric Morley (at the microphone). Ashe's founder Cyril Young is seated (right) while Dirk Bogarde presents the prizes.



*continued from p1294*

result I had terrible trouble in persuading the company to introduce an external deodorant into the range."

Amplex tablets were an instant success. In its time the range has included toothpaste and tooth powder as well as the more familiar deodorants and mouthwashes of today. The advertising slogan "Someone isn't using Amplex" became so famous it was featured as a catch phrase in cartoons, stage shows and on television.

In 1954 it was decided to seek a stock market listing. Rather than a flotation, the reverse takeover of Solidol Chemical took place. The company formed, Ashe Chemical Ltd, is still Ashe's holding company. The company had some 7,000 shareholders at its peak, a large number of them private chemists, says Kenneth Young.

The next 20 years saw a spate of product launches and acquisitions as opportunities were searched out and seized world-wide. Pro-plus was launched in 1956. "The idea came from America. I was talking to someone about non-prescription sleeping products. He asked me if I had heard of Nodoz, I said no, so he took me along to a drug store," recalls Kenneth Young.

Gold Spot was launched in 1964. The brand name was originally used on a spot remover for fabric which was retained when the product was discontinued. "An Australian came in to see me one day and put forward the idea. I discussed it with my brother, and there it was."

Besides coming up with new product ideas Ashe also brought existing lines. The first to be acquired was Sherley's petcare from Beecham. "We were not going out with a long purse. We looked for products which were run down but which had potential. We bought Sherley's for about £25,000 — they

had sales of about £50,000 a year. Today they are about £2.5m. They had almost been rationalised out of existence, says Kenneth Young.

Sucron, Kruschen, Bronchipax, Trihexitin and Simbix are some of the names either launched or acquired by Ashe in the years up to 1970. In 1972 the giant American multinational ITT acquired Ashe for £9m as part of a move to build a presence in the drug and cosmetic areas. Ashe were the largest company in a group which included Rimmel and later Dr Payot of France, and Mavala.

ITT encouraged the growth of Ashe by acquisition, and in 1973 Maws baby care was purchased from the UK conglomerate Norcross, where it had been performing poorly, and integrated with Ashe.

The arrival of Maws nearly doubled Ashe's sales, and they soon built up the brand. Further acquisitions from Fisons — Vitapointe, Bisks and Sebbix shampoo — followed in 1977.

"We were given a lot of autonomy", recalls Kenneth Young. "Our experience over eight years with ITT was very useful as we learnt a lot about operating within large company systems." But in 1980 ITT decided to rationalise their holdings and Ashe found themselves bought by the Dutch chemical company AKZO. Mr Young describes them as the ICI of Holland. Other UK companies they own include Chefaro and Organon.

Punch & Judy toothpaste from Reckitt & Colman and Saxon from the Wellcome Foundation are the most recent acquisitions. Last year a merger between AKZO consumer products and Shell consumer products (Temana in the UK) left Ashe with the responsibility for marketing the insecticide brands Coopers and Vapona, through the distribution arrangements inherited from Shell.

Kenneth Young is deliberately vague about future developments. "The recent change of name to Ashe Consumer Products Ltd does give a clue as to the direction we are going in."

We wait with interest to see Ashe's phoenix arise.

Upmarket display material — featuring upmarket people — produced for Vitapointe (top left); late 1940's advertisement for Bandbox from the women's Press, and (left) a selection of those who noticed someone wasn't using Amplex

## OPD equals sealed stats

Miall James has raised a matter which, in my opinion, favours a rapid introduction of Original Pack Dispensing (C&D, June 14 p1197).

Apart from the advantages of packaging in a controlled environment, detailed information leaflets, batch numbers, expiry dates etc, there is the fact that a sealed pack clearly places the responsibility for a correct quantity with the manufacturer. In many countries it is illegal to break a package open to dispense from it. Unfortunately this does not always relieve the pharmacist from his warranty. In some countries the final supplier is responsible for the product dispensed. Nevertheless the onus for the type of short supply quoted in Miall James' letter is passed back through the chain of supply to the manufacturer. The reason for this is that some faults in a packed product could easily arise through such events as

incorrect storage conditions *en route* to, or even within, the pharmacy.

Many of us who have worked in the pharmaceutical manufacturing industry have been appalled by what we have seen subsequently in the dispensary — in all sectors! My favourite way of bringing one fault home to the offender was to have a few ferrous gluconate tablets literally counted "by hand". The product was then sealed in a bottle for a few days and examined later. The result of the moist skin contact was only too obvious.

**C.V. Hammond**  
Cambridge

## Basic practice

Concerning my letter published in *Chemist & Druggist*, last week.

The British Pharmacist's Association I referred to was the same "BPA" Xrayser commented on — ie basic practice allowance.

**P.J. Hanger**  
Northampton

## CTMC get value for NPA money

Congratulations on your Marketing Memo article last week.

Many of your readers might like to know what CTMC are doing with the £413,558 National Pharmaceutical Association Press advertising budget. In fact we have bought space in the most cost effective publications against a target audience of housewives with children to the value of £634,896. This represents a saving of £221,338 (35 per cent) against the rate card costs of the chosen media.

Furthermore, we estimate that 89 per cent of our target audience will have been exposed to at least ten advertisements in the course of the year. I hope your pharmacist readers will feel reassured that this represents a very reasonable investment of their NPA ad subscription.

**Andrew Carnegie**  
Director, Cromer, Titterton,  
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Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP   Detailed information will be sent on request

## PSNC calls for FPC spots

The Pharmaceutical Services Negotiating Committee is seeking greater representation for pharmacists on local Family Practitioner Committees.

The PSNC has written to Local Pharmaceutical Committees urging them to press for pharmacists to take up the seats recently lost by dispensing opticians following changes in their NHS contracts. FPCs have invited all local representative committees to nominate for the seats.

The PSNC has been pressing for more pharmacist representation for on FPCs some time. Secretary Stephen Axon says that pharmacists are the only FPC members who do not operate an appointment system and so cannot guarantee to be free to attend FPC meetings. Pharmacists have to arrange locum cover which is not always easy or reliable. An extra place would ensure better pharmacist representation.

Mr Bob Worby, a National Pharmaceutical Association representative on the PSNC, has sought the support of his local FPC administrator and the other professions on the committee to get pharmacists an extra place on the FPC. He asks other pharmacists to do the same.

"With the enhanced role envisaged by Nuffield for pharmacists it is essential they have a higher profile", he says.

## A guide to the perfume trail

A source of reference for those involved in the perfume industry is now available in the form of Haarmann & Reimer Perfume set.

The four hardcover volumes give the genealogy of the different fragrances and include colour photographs and illustrations. They are available for £4.80 per volume or £19.80 for the set. Johnson Publications Ltd, 130 Wigmore Street, London W1H 0AT.

## No need to be a pharmacist?

The manager of a hospital pharmacy department need not be a pharmacist, according to the North Lincolnshire Health Authority.

A pharmaceutical Press advertisement for a manager of pharmacy services at Lincoln County Hospital says "Emphasis will be placed on management ability and potential, with *preferably* a pharmaceutical background, although applications are invited from others who feel they have exceptional managerial ability, and/or a proven track record".

C&D understands the post is equivalent to that of a district pharmaceutical officer, and has arisen as a result of the review of pharmaceutical services.

Ortho have gained US approval to market their monoclonal antibody OKT3 for the prevention of kidney transplant rejection.

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The Mystery Shopper is still looking for winners! more prizes will be announced in three weeks time: so keep building your Autan displays and win!

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## Selling success with NPA

The National Pharmaceutical Association's "Success in selling" course for sales assistants kicks off on September 16 in Glasgow.

The one-day sales course aims to increase sales by improving customer service and covers the main aspects of a pharmacy sales assistant's job. These include how to approach a customer, different types of customers, selling medicines, and after sales service.

NPA assistant training officer Miss Margaret Limond says the training department is willing to visit any town or city where members feel a course is needed. Dates and locations are: Edinburgh, September 17; Newcastle, September 18; Derby, September 24; Sheffield, September 25; Norwich, October 7, 8, 9; Reading, October 14; London, October 16, Swindon, October 28, Bristol, October 29; Cardiff, October 30; Coventry November 5 and Wolverhampton, November 6.

Further details from the NPA training department 0727 32161.

## PSI congress

The Irish Pharmaceutical Congress will take place from October 12 to 16 at Ardilaun House Hotel, Galway.

The theme of the Pharmaceutical Society of Ireland Conference is the "Changing requirements of pharmaceutical practice", and the President of the Pharmaceutical Society will address the conference on the opening day on "the economics of health care delivery".

Further details from Mrs E.F. Fitzgerald, Congress Secretary, 12 Pembroke Park, Dublin 4.

### Advance Information

**International Television Association**, first European conference on television for communication, training, and advertising 1986. September 3-9 at Eastern Conference Centre, Cologne Trade Fair Complex. Details from ITVA Deutschland eV, International Television Association, Hegnacher Str. 30, D-7050 Waiblingen 7.

**The Royal Society of Chemistry**, international conference on analytical chemistry, University of Bristol, July 20-26. Details from The Secretary, Analytical Division, Royal Society of Chemistry, Burlington House, London W1V OBN.

The Techex European Conference on technology transfer and innovation and technology exchange. University of Salford, September 8, 9, 10. Conference fee £172. Further details from Conference Office, Maxwell Building, University of Salford, Salford, M5 4WT, (061-736-5843 ext 449).

## Hopes pinned on more Summer spending

The much heralded 1986 recovery seems to be arriving even later than the Summer sun, as output and unemployment figures continue to cast gloom over the economic scene. Hopes of avoiding a prolonged slowdown are once again firmly pinned on an increase in consumer spending.

Certainly the odds are that there will be plenty of money around, with earnings up 7½ per cent during the last year and the combined tax-and-price index up by only 1.2 per cent. But on past performance much of the additional cash will go on foreign goods, and there are now signs that more tourism, and an increase in the level of savings, may divert spending away from purchases in the High Street.

The level of consumer spending in the

first quarter of the year was unchanged from the previous quarter, according to official estimates. In the three months March to May, the volume of retail sales is thought to have increased by 4½ per cent on the same period a year ago. But the estimate for sales in May points to a 0.75 per cent decline on the month — a surprise for many City analysts, and contrary to the findings of a recent FT/CBI survey of the distributive trades.

## Business Statistics

### Prices and costs

		Latest data	Previous data	% change on year
Retail prices (January 1974=100):				
all items	May	386.0	April	385.3
medicines, toiletries	May	416.8	April	419.3
Producer prices (1980=100):				
manufacturing industry, excl food	April	141.1	March	140.5
chemical industry	April	134.9	March	134.9
pharmaceutical products	April	141.4	March	141.2
toilet preparations for men	April	152.4	March	152.4
other toilet preparations	April	139.0	March	138.6
surgical dressings	April	161.1	March	160.3
photographic materials and chemicals	April	138.8	March	138.6
Average earnings* (January 1980=100):				
distribution and repairs	Mar	173.0	Feb	171.8
chemicals and man-made fibres	Mar	186.8	Feb	184.2

### Output & overseas trade

Manufacturers' sales* (current prices) £m:				
pharmaceutical products	4th qtr	989.0		935.0
perfumes, cosmetics and toilet preparations	4th qtr	357.0		339.0
Home sales* (current prices) £m:				
pharmaceutical products	4th qtr	780.0		744.0
perfumes, cosmetics and toilet preparations	4th qtr	315.0		309.0
Exports* (current prices) £m:				
pharmaceutical products	4th qtr	372.0		354.0
perfumes, cosmetics and toilet preparations	4th qtr	93.0		84.0
Imports* (current prices) £m:				
pharmaceutical products	4th qtr	163.0		163.0
perfumes, cosmetics and toilet preparations	4th qtr	50.0		54.0

### Sales

Consumers' expenditure (1980 prices) £ bn	1st qtr	38.0		4.0
Retail sales* (value) per week (1980=100):				
all retail businesses	April	152.0		8.0
chemists	April	188		14.0

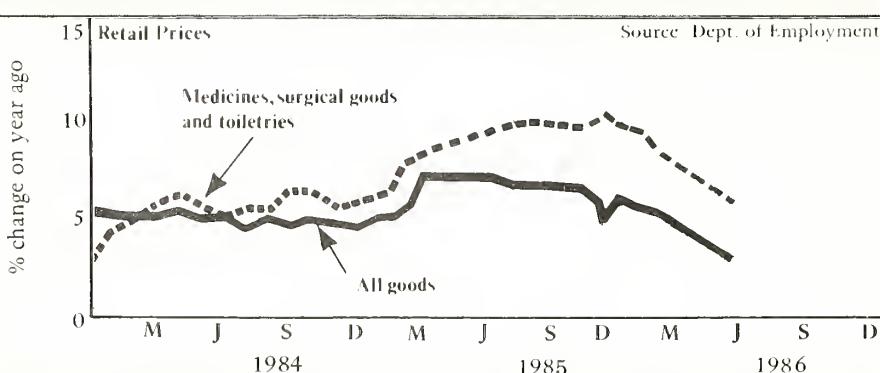
### Business indicators

Average earnings index (1980=100)	April	185.4		8.7
Capital expenditure (1980 prices) £m:				
distribution	1st qtr	1091		1021
Stock changes (1980 prices) £m:				
wholesalers	1st qtr	344	-52	—
retailers	1st qtr	70	203	—
Unemployment (UK) per cent	May	13.5	13.7	0.8

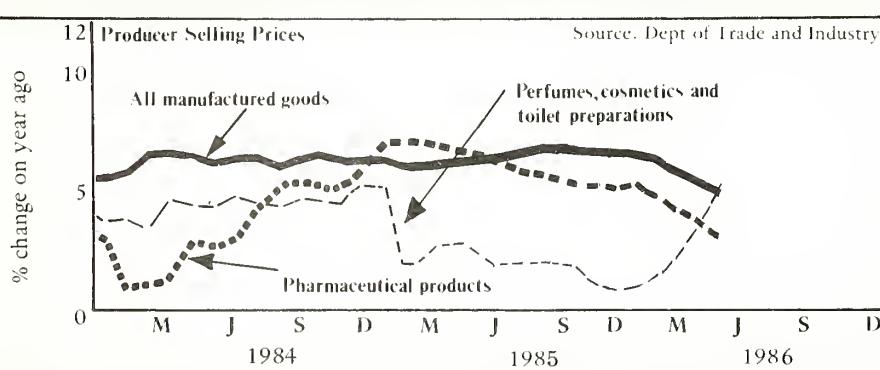
Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked.\*

# BUSINESS AND THE ECONOMY

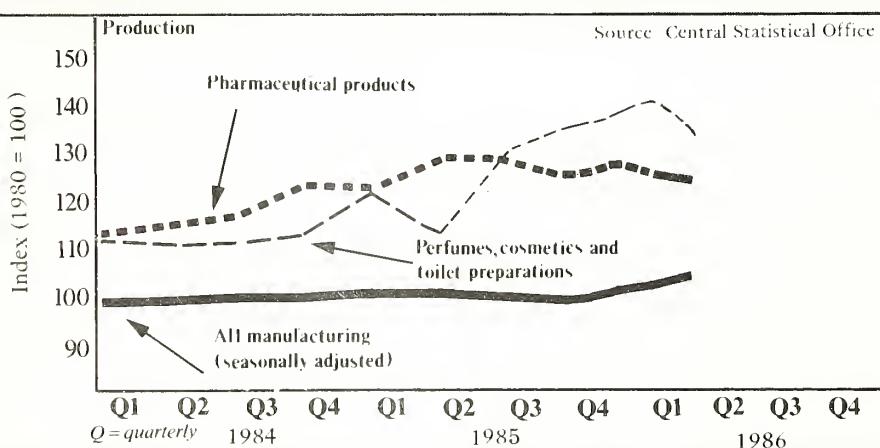
## Medicine & toiletry price increases continue down



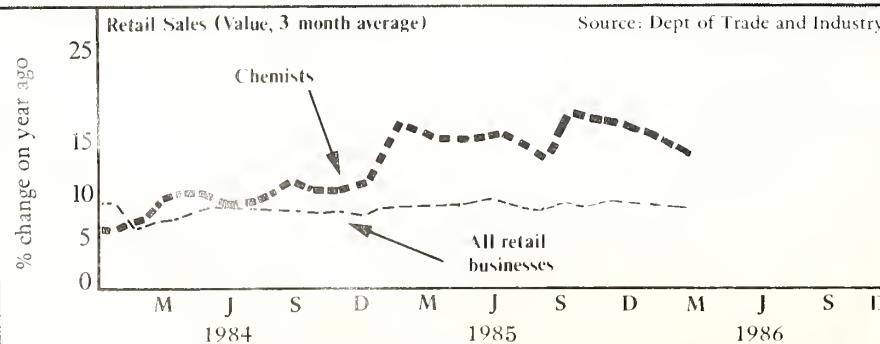
## Perfume, toiletry wholesale prices sharply up



## Pharmaceutical production falls



## Retail chemists' sales ease back



Firm figures for April show that the value of sales by chemists was 14 per cent above the level in April 1985; this is the same year-on-year rate of increase as in March. The index of sales value in both March and April stood at 188 (1980=100). This compares with an April index of 152 for total retail sales — an increase of 8.5 per cent on the year.

Meanwhile, the downward trend in the prices consumers had to pay for medicines, toiletries and surgical goods, which began in late 1985, has now reached a level just 6 per cent higher than at this time last year. Overall, the rate of inflation is at its lowest level for 18 years, helped most recently by the sharp fall in petrol prices and lower mortgage interest rates.

The wholesale price of pharmaceutical products has increased at yearly rates ranging between 4.5 per cent and 3.2 per cent since last summer. The latest index shows a 3.7 per cent annual rate of increase. This is almost half the rate of increase in the wholesale price of perfumes, cosmetics and toiletries, which has risen to 6.6 per cent after hovering around the 1 to 1½ per cent mark since last June.

One step further back in the price pipeline and the Department of Trade and Industry says the cost index for raw materials and fuel purchased by the manufacturing industry fell by 8.5 per cent in the twelve months ended May, after a fall of 9.4 per cent in the year to April. The 0.4 per cent fall between April and May mainly reflected prices of petroleum and a drop in the cost of industrial electricity.

On production, recently published data on UK manufacturers' sales of pharmaceutical products during the fourth quarter of 1985 reveal a 5 per cent increase in value compared with a year before, and a 5¾ per cent improvement over the third quarter. At the same time, the value of exports climbed 3 per cent on the year and 5 per cent between the two latest quarters.

Output of perfumes, cosmetics and toilet preparations increased in value by 11 per cent between the final quarters of 1984 and 1985. Exports improved by 9½ per cent, but imports soared more than 21 per cent.

Provisional estimates indicate that the level of stocks held by manufacturers, wholesalers and retailers rose by almost £230m, at seasonally adjusted 1980 prices, in the first quarter of the year. Of the total, wholesalers' stocks increased by almost £345m, following destocking of about £185m in 1985. Retail stocks rose by an estimated £70m, also at 1980 prices; this was only slightly lower than the average quarterly rate in 1985.

# M&B disband OTC arm: "not enough growth"

**May & Baker have disbanded their OTC division and amalgamated the sales force with their ethicals operation. The move comes shortly after similar changes in the company's hospitals division bringing all sales representatives together in one medical representative force.**

UK medical marketing manager Dr Brian Higginson told C&D the decision had been taken after a thorough appraisal of the OTC medicines market during the five years of M&B's involvement. "We decided that growth potential was not sufficient to justify a dedicated team. Our customers will get a better service through our ethicals team, which is much larger". He confirms there have been some job losses, but most people have been

"reabsorbed into the company's medical operation".

May & Baker's hospital division was set up two years ago to exploit the potential of new products then in the pipeline. These did not come through, says Dr Higginson. In common with a lot of other companies May & Baker experienced a lot of difficulties with registration, he explains.

The company will keep hospital representatives in key parts of the country — for example, the London Teaching Hospitals, says Dr Higginson.

The decision does not reduce the company's commitment to OTC medicines, or to the pharmacists, May & Baker claim.

They will continue active promotion and support of their range of OTC medicines through the medical representative force.

## Spring clean-up for retailers?

Sales are finally looking up after a sluggish Spring, according to the latest CBI/FT quarterly survey. Better business in May followed an April hit by bad weather, and sales should grow further this month.

"This contrasts with the Government figures," said John Salisse, chairman of the CBI's distributive trades survey panel. "They suggested retail sales grew more slowly in May after record sales in March and good sales in April". He added that the panel believed official statistics did not reflect the real trends owing to problems of adjusting for a very early Easter.

Wholesalers' sales volume went up more slowly in May, but they were expecting better growth in June. The balance of wholesalers reporting excessive stocks reached the highest level in over a year.

The survey covered 521 respondents.

# What your customers want for a dirty weekend.

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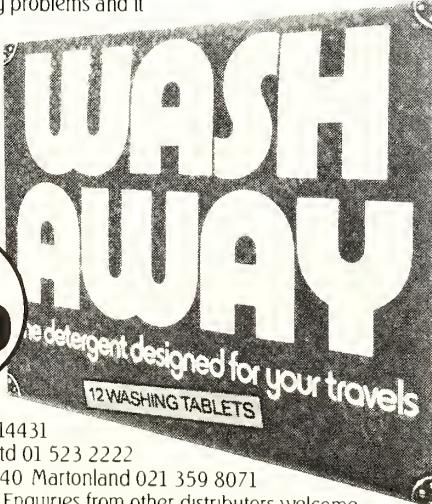
Washaway is about to be advertised heavily in the national press and in women's magazines. Customers will be asking for Washaway by name. So don't let them go away without it.

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## Nappy market's new addition

A new company, Breger Gibson Ltd, is stepping into the disposable nappy market with the backing of investors 3i.

The firm will be based at Holywell in Clwyd, North Wales, making own brand lines for other firms. The Manchester office of 3i is providing an equity and loan investment in the business.

A 52,000 sq ft factory is to be finished in August and the company plans to turn out over 70 million nappies a year. Initially employing 70 people, Breger Gibson hope to create another 70 jobs next year.

The site was chosen with the help of the Welsh Office and, founders James Gibson and Adrian Breger claim: "It offers a good central location for distribution plus a readily available workforce". Mr Gibson has a background in chartered accountancy and Mr Breger has previously worked in the disposable sector.

"Sales of disposable nappies have been growing at a rate of 30 per cent a year," Tony Hyams of 3i commented, "And there is now a tremendous demand from major retailers seeking suppliers who can provide them with high quality own brand products".

## Unichem go Prosper-ecting

Unichem have announced details of a new pharmacy computer system, to be introduced this Autumn.

Prosper + will combine the functions and operation of the Scriptwriter labelling machine with an extended version of the Prosper stock and ordering system. It will be available on a monthly rental contract, similar to the existing Prosper service, at about £50 a month. Equipment can be returned at any time after the initial twelve-month minimum rental period.

Unichem say they will have more details after pharmacy trials. Deliveries will be on a first-come, first-served basis and a provisional waiting list will be started in July.

Cosmetics International have licensed their Malibu and Cache D'Or lines to Network Management. Ken Campbell, Managing director says: "Malibu and Cache D'Or have already been well received by the national press and we are looking forward to making them into truly international brands."



Chairman Michael Ransom shows the Lord Lieutenant documents dating back to 1846

## Ransom reach 140th birthday

William Ransom & Son plc last week celebrated their 140th anniversary.

Guest of honour was Her Majesty's Lord Lieutenant for Hertfordshire, Simon Bowes Lyon. Also present were Mr Ian Stewart MP, Economic Secretary for the Treasury, and numerous distinguished guests from the British pharmaceutical industry and overseas. A tour of the Hitchin works included the new manufacturing building and research and development laboratories, and was followed by lunch at the home of chairman and chief executive Michael Ransom, M.P.S.

Now believed to be the oldest independent pharmaceutical company in the world, the business was founded in 1846 when William Ransom persuaded his family to let him use part of their farm for the cultivation of aromatic and medicinal plants. He began distilling and extracting raw materials from natural products and by the 1850s was well known as a distiller of fragrant oils and a manufacturer of galenicals.

Michael Ransom, the fourth generation of the family to hold the office of chairman, has been responsible for a considerable investment programme. The company is expanding its product list.

## LI profits up

London International — formerly LRC — have reported pre-tax profits up 28 per cent.

The firm, which is bidding to take over Wedgewood, saw operating profits for health and personal products rise from £12.8m to £14.4m in 1986. An increase in US sales of condoms made a substantial contribution to the company's results.

## Revamped Pavion head for UK

Pavion's reorganisation is nearly finished and the company is set to move its lines into the UK.

Pavion cosmetics products will be introduced into British stores this year, new chairman Professor Roland Smith told shareholders in the company's 1986 report. Until now the lines have only been available in the US and Canada. During the year the range of budget lipstick, nail varnish and eyeshadow has been expanded to include blushers and face powders. The products have recently been introduced into the French market.

"Pavion International has been reshaped almost completely during the last financial year," Professor Smith commented. Pavion were originally bought by Sangers, who took up that company's name. The two non-cosmetic businesses — Sangers Photographics and Stanelco — were then sold off. Sangers Photo brought in £1.3m and Stanelco were shed at "a small loss". The funds were used to reduce borrowings.

The group saw a pre-tax profit of £2.4m for 1986, compared with the previous year's £577,000. The new look firm now has bigger manufacturing sites and computer services, and more management recruits, said Professor Smith.

"These changes should enable us to handle double the present sales volume without difficulty".

## Kingswood open consulting area

Kingswood's new store in Sandy, Bedfordshire, includes a patient consultation area in its 2,500 sq ft of floor space.

The new store is four times the size of the previous premises and is Kingswood's largest branch. The move is part of Kingswood's development programme, which should result in defined consultation areas in a third to a half of their branches (C&D May 24, p1058).

The Sandy store was officially opened by Henry Cooper last weekend.

Cow & Gate are investing in a new plant next to their existing factory in Wells. The 4,000 sq ft factory is planned to begin production in July 1987, and the company claims it will be "the most modern of its kind in Europe".

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## Appointments

### TEACH IN JAPAN

Persons with a degree and experience in Pharmacy or Pharmacology wishing to teach English to Japanese businessmen for one or two years in Tokyo and other parts of Japan should write to:

**Personnel Manager, International Education Services,**  
**Shin Taiso Bldg., 10-7, Dogenzaka 2-chome,**  
**Shibuya-ku, Tokyo 150, Japan**

Further information on the position, qualifications, salary, benefits, transportation and housing can be obtained by airmailing a detailed resume and recent photograph to I.E.S.

*Interviews will be held in London in early September 1986.*

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### REPRESENTATIVE for ESSEX

Contact: **Gordon Baxter,**  
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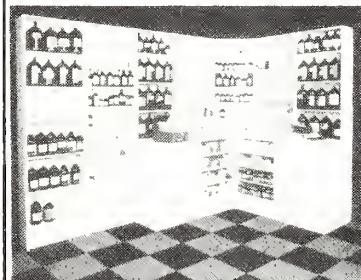


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## Obituary: Alan Ritchie, FPS

**Alan Rutherford Ritchie, FPS, of Whiteladies, Ramsden Heath, Billericay, Essex, died on June 24 after several months of illness. He leaves a wife, Sheila, and five children.**

Mr Ritchie retired as non-executive chairman of Macarthy's last September to be succeeded by the first non-pharmacist chairman since the company became public. Mr Ritchie remained as a non-executive board member.

Mr Ritchie joined Macarthy's on August 1, 1952 and became chairman on September 28, 1978. One of his major contributions was in preparing the wholesalers' case for Resale Price Maintenance on medicines. A family funeral was to take place on June 27.

## Three hospital awards

The Guild of Hospital Pharmacists has announced three 1986 award winners.

Mr J. Graham Davies, staff pharmacist at Lewisham Hospital, wins the Merck, Sharp & Dohme Award "To monitor gentamicin therapy in the individual cystic fibrosis child, with a view to improving therapy." Mr Stuart Anderson, director of pharmacy services, St George's Hospital, London, was a Travelling Fellowship to study "Workload measurement systems for hospital pharmacy developed in Australia". And Mr Henry Chrystyn, clinical research pharmacist of Pontefract General Infirmary, wins the Nicholas Award for the "Validation of Bayesian analysis in the individualisation of digoxin, gentamicin and theophylline therapy".

## Vestrict reshuffle

John Baseley, who is leaving Vestrict to join the revamped Macarthy's (see C&D last week, p1288), will be replaced by Mr Rees Thomas on August 1.

Mr Thomas takes over responsibility for branch operations nationally as the operations director. His appointment to the board is one of three moves attributed



Two of Vestrict's Nottingham staff are celebrating a total of 90 working years between them for the company. Eric Robinson (second left) has completed 50 years' service, and Ken Bamford (second right) 40 years' service, both as drivers. To mark the occasion, a presentation was made by Peter Worling, managing director of Vestrict (left) of a colour television to Eric Robinson and a set of whisky glasses and a bottle of malt whisky to Ken Bamford. Nottingham branch manager Alan Dawson was there to add his congratulations

by Vestrict to "the changed emphasis in the development of the company, with a strong accent on growth in a whole range of customer services."

Mr Frank Murphy takes on the post of administration and services director, as well as his current duties as company secretary. And Mr Christopher Rawstron, who moved to Vestrict in 1985 from Hills Pharmaceuticals, will work alongside purchasing director Bill Jordison before taking over on Mr Jordison's retirement in November.

## Edward Rea, OBE

Edward Rea, managing director of Ondawel, Wella Great Britain's production company, has been made an OBE in the Queen's Birthday Honours List.

Mr Rea joined the company, then known as EM Manufacturing, in 1955 as a chemist. He was appointed production manager when the company moved to its present site at Pontyclun in South Wales, and became joint managing director in 1972. In 1978 he was appointed md.

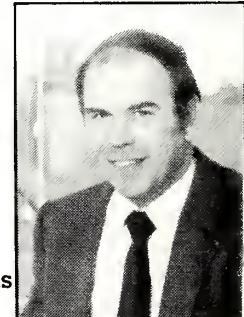
## Four firsts at Bath

The University of Bath has awarded four first class honours B.Pharm degrees this year.

The firsts go to Susan Barker, Meena Chatrath, Carol Dutson and Fiona Walker. A further 31 students obtained second class, division 1 degrees, and 26 second class, division 2s. There were two thirds and two unclassified.

## Bayley 'op' for Kingswood

**Malcolm Bayley, MPS, has been appointed operations director for Kingswood Chemists, responsible for the running of the chain's ninety-two branches. He also joins the board of Booker Pharmaceuticals Ltd.**



Mr Bayley will be concerned with retail sales development and systems administration, stock control and the overall efficiency of the branches. Before joining Kingswood, Mr Bayley spent 15 years with Savory & Moore as branch manager, regional manager and sales director.

**Worth Perfumes Ltd:** Lewen Hubbard becomes sales manager. The company says the recent takeover of Les Parfums Worth, Paris, and the launch of the Dans la nuit collection are paving the way for a general repositioning of all the Worth lines. Mr Hubbard sees the ranges going back into the prestige market, "where they belong".

**Shulton:** the company has made two major appointments. Chairman of the UK, Iain Forsythe has been made president of Jacqueline Cochran Inc — part of the Prestige Fragrance Co in America. Nick Cohen, who was a managing director is now responsible for the whole of the UK.

**Showcard Systems (Retail) Ltd:** Two new board appointments have been announced. Mr Peter Tapper has been appointed sales director with responsibility for light box systems and graphics and display systems. And Mr Graham Jarman has been appointed financial director and company secretary.

**Astec Pharmaceuticals Ltd:** Johnne Neely has been appointed to cover Northern Ireland, and Irene Thorley will be covering Liverpool and the Wirral.

**Unichem:** Mr Alan Corkland joins the sales team as a representative in the South East. After training, Mr Corkland will become the South London, North Surrey and North West Kent sales representative.

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